

AMERICAN NURSERYMAN

The National Journal Of Commercial Horticulture
Chief Exponent Of The American Nursery Trade



Circulating Throughout the United States, Canada and Abroad, Featuring Commercial Horticulture in all its Phases of Nursery Stock, Orchard, Landscape Planting, Distribution. Published Monthly by the American Fruits Publishing Company, Inc.



Vol. XXXI

ROCHESTER, N. Y., APRIL, 1920

No. 4

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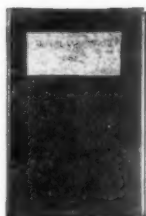
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In fairness to those who observe these conditions, the publishers of the American Nurseryman will credit subscriptions and renewals for the exact term for which the payment provides. The subscription price is \$1.50 for twelve issues. If the remittance nets but \$1.40, the subscription or renewal will be entered for eleven months. Advances in postal rates based upon the zone system and other increases in charges to publishers require observance of these matters if the subscription price of this periodical is to remain at the present price.

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Twice-a-month

Nursery Trade Publicity

On the 1st and the 15th

AMERICAN NURSERYMAN
NURSERY TRADE BULLETIN

WE SUGGEST RESERVATION OF ADVERTISING SPACE NOW
FOR THE COMING ACTIVE MONTHS

In **The American Nurseryman** Chief Exponent of the
American Nursery Trade

Every Advertisement is repeated in the AMERICAN NURSERY TRADE BULLETIN, thus covering the Trade. See Schedule of Information on last page of this issue. Ought your two-inch card to be standing regularly in the "Directory of American Plant Propagators," as on this page. \$4.00 per mo. for 2-inch space under yearly term.

AMERICAN FRUITS PUBLISHING COMPANY, Inc., 39 State St., Rochester, N. Y.

AMERICAN NURSERYMAN--April, 1920

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

ADVERTISING—Advertising forms close on the 27th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.10 per column-width inch. "AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

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RALPH T. OLCOFF
Editor Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC. 39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" is not the official journal of any organization. It therefore makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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PREFERRED PACKING
 and
QUICK ACTION

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1870 — FIFTIETH ANNIVERSARY — 1920

American Nurseryman

The National Journal Of Commercial Horticulture

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Vol XXXI

ROCHESTER N. Y., APRIL, 1920

No. 4

"The Association; Its Aims and Progress."

Before the Gardners' and Florists' Club of Boston, March 16, an Address by JOHN WATSON, Secretary American Association of Nurserymen

As Secretary of the American Association of Nurserymen, I am interested in the nursery business. It is the most interesting thing in the world to me. But when I think of business, I think of something more than the dollars brought in by the results of our thought and labor. The money can do no more than buy us food and clothes and shelter. True, it takes quite a lot of it these days to buy even those things; but the man who has unlimited money can only buy unlimited food and clothes and shelter. Some time ago I heard a lecture by John Galsworthy who defined wealth as visible ability to buy the things a man wants. And he pointed out a great fact when he added that to want no more than one can buy, is another way to express possession of wealth. I preach contentment, then; for the whole secret of happiness is to be content with what we have. We have a lot of discontent and unrest in this country and that is partly because we have taught unrest and discontent. We have taught that discontent is the spur to achievement. We have taught the doctrine of the strenuous life. Now if that means simply the spur to do more in order to have more, it is unsound; but to work hard and well for the joy of working, yes; for no man can expect happiness from the mere coining of his labor into dollars; they will buy no more than the essentials to living. I like the old-fashioned prayer in the Anglican service that we omit in our strenuous America; that we be given contentment in the station to which God calls us. When we teach our American boys that every one of them has the chance to be president, I say we do them injury; they can't all be president and it is lucky for them that they can't be; but the effect of that sort of teaching is to plant ideas that do not fit the station in which the majority must live. It stimulates ambition, and disappointment breeds discontent. We point to some of the great captains of finance who were poor boys and we tell young America that they, too, have the same opportunity to amass great wealth. And we give them to think that the possession of wealth is something to be desired. It is not. The thing for us to teach is that wealth is neither necessary nor desirable. The things to be desired are health and strength and work to do. Work well-done will bring whatever is required for our necessities; to be content with that and with our condition is to be happy. When we are useful and happy and when we contribute to the happiness of others, we have fulfilled our mission.

So I want to say that our occupation as gardeners and florists and nurserymen must mean much more to us than the money it brings us, because the money means so little. A man gives to his business eight or ten hours of every day; we florists and nurserymen give ours from ten to fourteen

hours daily; if we love and respect it and find our happiness in it,—as we must find it at all,—we give more time than that, for our evenings are largely given over to the literature of our trade. Does any man of us consume one-half of the short space of our tenancy of this beautiful world, solely in pursuit of the money we earn? If I work today only for the purpose of living tomorrow, I become altogether useless and unhappy. There must be the joy of doing the thing worth doing: doing it as well as it can be done: as well as our ability permits. My work must be good and it must be useful; my business must be clean and wholesome and honorable. It must be that; I must see that it is that; and I must see that no cause is given to have another put upon it an estimate lower than my own. It matters not what a man does; the important thing is how well he does it, provided it is something useful. Mr. Chief Justice White holds the most exalted secular office on earth; but the man that screens your potting-soil and the one that digs out in the garden or runs the mower across the lawn, if they do it properly, are surely as useful and honorable in their employment as the judge on the bench. As George Ade says, it doesn't signify how long you stick around; it's what you put across that counts.

I take it that this is the estimate that nurserymen put upon what they are doing: the expression of their respect for themselves and their business. And when we come to fix our status, I think we should ask ourselves if we are not something more than merely manufacturers and merchants? The man who makes and builds and shears and shapes an evergreen into beautiful symmetry or trains a tree so that it will be fine and straight and handsome, is by way of being an artist. He works with living materials while the sculptor works in marble. And what should be his return? I assume that he has his reward in the satisfaction of producing well; but in money? I hear a great deal about costs. Surely nobody wants to work at a loss and therefore it is profitable to keep account of what one invests in time and money to produce the things we sell. It is easy enough to do that. And yet the figures that result are difficult of interpretation and application. If I grow a block of apple trees, I can keep such accounts as will tell me the cost of each one of those trees. But the figures obtained apply only to those particular trees; they have no bearing on last year's nor next year's trees; nor any trees grown in any other nursery, for it is impossible to reproduce exactly the same conditions in any two places. But my cost-price on apple trees, if it shows a profit, must include what I happen to lose in growing a block of shrubs, say; because prices based on cost must yield a profit on an entire stock. And

then comes the distribution of that intangible overhead expense which is so obscure and yet so ever-present. And distribution as well as production must be included in any estimate of cost as a basis for price. Nor can one year be separated from another because ours is a line in which the seasons and the weather largely determine crops and their growth; results must be varying and prices based upon cost must also prove varying and that fluctuation is unhealthy and unprofitable.

If we say that price must be based upon cost, then we put our products upon the same plane with bricks and shingles. Competition in cost and quantity-production leads inevitably to price competition and the sure result of that is deterioration in quality. I prefer to think of the better competition, the competition that is wholesome and inspiring, the effort to produce something better than anybody else can produce.

If we reject the idea of merchandizing at cost plus a profit on each article figured separately, can we not claim something of the status of the artist?—for the expert plant-grower is an artist. And may we not properly consider the matter of service as an element in price-making? If I go into one of your shops here and buy a bunch of roses for my wife—or somebody else's wife—what is my idea? Of course, I may have stayed out rather late at the club, I may have reason to want to square myself at home! or I may possibly wish to express some sentiment that becomes eloquent when I say it with flowers. Now, do I hunt through the roses at \$3 or \$2 per dozen, if there are any such?—or do I look for what best expresses what I want to say? Why, you know as well as I do, that I would pick out those Hadleys at \$12 a dozen. Why? Because the value I put upon those roses is their value to me, to the lady who gets them, and the value of the message they carry. The important thing is not the cost to the seller, but the value to the buyer. And who shall say what is the value of a five-foot Pfitzer's juniper? What it cost to grow. By no means; its proper price is its value to the man into whose garden it goes. Service is placing a his disposal an artistic creation that acquires value entirely aside from and in addition to the money that goes into its production.

You may be asking yourselves by this time, what all this has to do with the American Association of Nurserymen. In referring to the angles of the business and the estimate a man puts or should put upon his trade. I have had in mind to explain, what I conceive to be the motives and the purposes of the nurserymen of our Association in effecting some radical changes in the policy of our organization.

When we were organized at Chicago in 1875, you will remember that the Associa-

tion was one of nurserymen, florists and seedsmen and so continued for a number of years; the rapid growth of all these interests caused the two latter groups to withdraw after a while to form separate associations. If happy is the land that has no history, could the same be said of trade associations, then ours should have led an ideal existence during its first forty years; for during that time its even course was marked only by annual reunions, almost altogether social in character but pleasant as affording opportunity for old friends to greet each other. As the years went by, however, it became apparent that many problems required concerted action for their solving, and the necessity for a business organization for strictly business purposes caused a re-organization at Detroit in 1915. While pending for several years, the actual fact was so sudden that the old constitution had to be changed over in the short time of the meeting and while the purposes of the Association were very clear, the made-over constitution did not seem somehow to fit. It became as uncomfortable as a man trying to feel at ease in the clothes he wore as a school-boy. But in 1917, an important change was made whereby the Association so amended the constitution as to establish a code of ethics for the guidance of its members. As important addition to that was made in our last convention. I mention these two changes for I hope to have you gentlemen realize their importance to you.

They lay down a code of ethics, not in detail but very broadly and they make fair dealing a requisite for continued membership in the Association. It is made the duty of every member to report every instance of unfair dealing or unethical practice that comes to his notice, whether between members or with the public. We have a Vigilance Committee whose duty it is to investigate every report and to apply or recommend such remedy as seems appropriate to the circumstances, even to expulsion from the Association. There is nothing behind that more substantial than the moral influence of the Association; but the moral effect of the opinion of one's fellows in a national trade organization of 400 members, and the possibility of losing not only that good opinion but the privilege of fellowship, is strong enough to secure observance of the rules of fair-play.

It might possibly be asked if that amendment to our constitution is by way of intimating that members of the Association need supervision? We ask the same fair-dealing of others not members of our association; we ask no more of them than we are willing to do ourselves; and we give assurance of our sincerity by doing it first. The Association has been in existence forty-five years; some of its members have been in business longer than that. It means a high average of ability, a certain degree of service and the giving of real values, to continue in business so long a time. But we realize that we need some standards; that we have been without any statement of them for many years. It was only five years ago that we made membership elective. Before that, our ranks were open to all who paid nominal dues; there was no other formality required. Since then, we have investigated all applicants. New members are voted on by our Executive Committee acting as a membership committee. We make observance of our rules the condition of membership. We are not exclusive. Our doors are hospitably open to all reputable nurserymen who approve of our

policies and program and who care to stand with us.

If you ask why we should do this, let me point out that the nurseryman bears a peculiar relationship to his customer. In every business, confidence must be established. Business to be profitable, must be permanent; ours is a continuing business; very often it passes down from father to son; it has the advantages and the disadvantages of permanency; it means the possession of real-estate and crops that are carried in stock for from two to ten years; once in, you are in to stay, unless, unhappily the sheriff should close you up. Now if permanency is requisite to success, the confidence of the buying public is of vital importance. The relationship of the nurseryman to the public is peculiar in this; that a larger degree of confidence has to be imposed in him than in almost any other tradesman. I can go into one of your flower shops and I see what you have; I know if it is what I want; but in the case of nursery stock it is different. We can't look at trees and tell what they are; some of them we know at a glance; but many things do not bloom nor fruit until some years after the customer buys them. The man who invests in a piano or an automobile or a suit of clothes or any of the things of ordinary commerce, can see the goods and when he sees them can judge very accurately whether they are all right. But the man who buys an orchard of fruit trees can't look into them and tell what they are; he buys out of confidence in the seller. And his investment has to continue for some years in the case of fruit-trees, until he does know what he has bought; he must invest in land or the value of its use; the preparation of the ground; the planting, pruning, spraying and cultivation of the trees until at length they come into bearing. His investment, during those years, becomes many times the original cost of the trees. Therefore, in buying trees and plants, their very nature makes it necessary for the buyer to place great confidence in the growers. So I say our responsibility is greater because the degree of confidence must be greater. Sometimes that confidence is misplaced and they are the cases that find ready space for publicity while the many thousands of properly and satisfactorily filled orders are not advertised in the same way. It is not surprising that in an industry representing an annual turn-over of \$30,000,000 and in which hundreds of thousands of orders are filled in the short space of the fall and spring season, some errors should occur. Nor it is strange that actual imposition is not unknown in the nursery business and in other lines. And that is what we purpose to try to eliminate.

Now taking that stand and making the Association the partner of those who buy goods of any of our members, we feel that they and we are both entitled to have that fact known. And so we just placed contracts for a series of advertisements to tell the public what the American Association of Nurserymen stands for; how our members are held to the observance of rules of fair-dealing; and how we have provided for the public to get what we promise them. We assume no "holier than thou" attitude; we realize that there are firms outside our ranks that are of unquestioned standing and responsibility; we take our stand for fair-dealing and ask others to stand with us.

That, to my mind, is the most outstanding fact in American horticulture today. We want it to benefit the buyers of trees

and plants; we know it will. We are human enough to want it to benefit us, too. We think the public demand what we are doing; and we are doing it as careful, thoughtful, business men meeting a situation that we have no wish to evade. Every business transaction affects two parties; those immediately at interest; but it affects also the general public. The business of every nurseryman affects the Association and all its members. We simply take note of that and do the obvious thing. That is all. And yet it means a great change. It is not revolutionary. To some, all change is revolution; this is merely the evolution of business standards following the lead of other lines.

Maybe we have been slow to heed the demand. We admit that. But when you come to think of it, we are tillers of the soil; and the psychology of it lies in the fact that when you dig, you look downward; our view is limited; we fail to get the broad vision and the sweep of distance. Notice "The Angelus" and "The Man With the Hoe"; they look down; every artist has painted that thought. The trouble with us is that we have kept our eyes upon our work and have failed to note what was passing around us; we lacked perspective and we have concerned ourselves too much with what we have considered our own affairs; but our affairs are not alone the things we are doing or the way we do them, but also the work and the methods of all others in the trade. And that isolation and non-intervention have encouraged some methods that have been bad. Good firms whose own methods have been above reproach, have been none the less responsible for things that have brought reproach upon us through their failure to protest and in an effective way when that was proper and necessary. We recognize that responsibility and purpose not only to trade fairly, but to insist that those associated with us do so and that those of whom we buy and to whom we sell, so conduct their affairs as not to discredit the industry that means our livelihood, the work to which we give our lives, and the standing of the business from which we take our position in the community.

We who are all connected with the growth and sale and use of trees and plants and flowers and seeds, have so many interests in common that our relations should be closer. It was very kind of you to invite our Association to send a representative to this meeting; I hope it serves us to state our position frankly to you; and I certainly hope it will serve you to know what we do stand for. I should like to see your representatives in our own meetings and to have you tell us your problems where they touch our lines. We must not be so engrossed in the thing at hand as to overlook opportunity for co-operation with those who may be equally interested with us. There is, for example, a great exchange of business between us; you florists and gardeners are buyers of some of the things we grow and apparently you will presently be altogether dependent upon home products. It should advantage you to know what we have and how we are growing it; and it would surely serve us to know what else you wish us to grow for you. And in that particular, we are lame. We started growing some things at first because they were easily to be had; and we have continued to grow them for the same reason that we started; and having them, we strive to sell them. And yet many of the fruits we grow might profitably be

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Work of the Agricultural Colleges in Recognition of the Demands for Inspection Coming From Planters

By W. M. JARDINE, President Kansas State Agricultural College—Read Before Western Association of Nurserymen.

The demand for inspection that came from the planters of nursery stock something like twenty years ago was one of the movements in agriculture having a more or less complex origin. About 1890 the "boom planting" of orchards and vineyards spread over a large area; Kansas planted sections to orchards; Georgia planted mountain sides by the wholesale to peaches; Missouri and Arkansas covered the Ozarks with peaches and apples; and various sections of California were planted to apricots, prunes, sweet cherries and pears. All this was done with but a casual or no examination of the soil and little consideration of essential conditions. The Middle West acted on the theory that land that would raise corn would raise apples, Georgia and the Virginias on the theory that land that would grow trees of any kind would grow trees of another kind.

This was before agricultural colleges and experiment stations had begun the accumulation, not to mention the dissemination, of accurate knowledge on agriculture. As we look back over the intervening years we realize how far we have come in investigation and accumulation of the fundamental facts underlying successful practice in orcharding and gardening as well as agriculture in general. The mistake of the early plantings was that all sorts of land was used. In Kansas the land that we now use only for pasture or at best for kafir corn or sorghums was then planted to orchards. Men overlooked the fact that black jack ripens a crop but once in two years and that a light one. In many localities this should have served as a warning of what might be expected in the way of a crop from apple trees.

The demand for cheap trees by the orchard planter was met by the nurserymen. The Kaw valley developed an apple seedling industry and all sorts of apple seed were planted. Land was cheap. New land was abundant. Rents were low. The carload of apple stocks that for the past few years would have sold at from \$20 to \$50 per thousand was then sold at \$2 per thousand. Scion orchards were flourishing. Planted in rich soils and cut back annually they produced grafting wood in abundance. Farm labor was cheap and plentiful. Two dollars a day was high wages for good help and \$15 a week was big wages for a foreman. Men who were planting \$7 to \$10 land in Kansas expected to get trees for from 5c to 10c apiece and the nurserymen furnished them. Apple trees were undoubtedly cheap and cheaply regarded. Old records of horticultural societies contain statements to the effect that an apple tree required about the same area occupied by a single hill of corn for the first year or two, and after that one row of apple trees would replace two rows of corn. This low estimate of the value of nursery stock and the value of orchard plantings was bound to reap a harvest of dissatisfaction and disappointment.

By the time these orchards came into bearing, experiment stations had developed and the Department of Agriculture had grown to such an extent that there were available men fairly well trained in entomology and pathology. When these men were asked to investigate the causes of failure of orchards, they found the woolly aphis, crown gall, hairy root and black heart, and the orchardists were glad to "pass the buck" back to the nurserymen. The relation of the elm tree to the woolly aphis had not been heard of and the life history of crown gall had received little or no attention, so the orchardists' judgment and conclusion was that these troubles must be the fault of the nurserymen.

When the unpruned, over-topped trees, grown in the rich corn soils of Kansas failed to bear, the theory was promulgated that the nursery tree had developed vegetative functions at the expense of the reproductive, and that fruit was impossible on trees taken from orchards. A great animal breeder once said, "A theory is the product of a good dinner and a bad digestion." At any rate it is an easy matter to suggest a theory and the theory that crown gall was due to the unclean fingers of the grafters,

that woolly aphis was found only in the nurseries, were all easily formed and in many cases were readily accepted.

First Demand for Inspection

The complaints of the orchardists and reports of investigation of the sins of the nurserymen were the direct cause of the appointment of the first nursery inspectors. As soon as one state had a law concerning the inspection of nursery stock the nurserymen throughout the country were forced in self-protection to ask for inspection. In the early '90's the importation of nursery stock, particularly the Japanese plum from Japan, caused an interest in California in oriental plants and we have had the San Jose scale ever since. Probably no one knows how or from what nursery this was imported but the San Jose scale is a part of the history of entomology. In Kansas the distribution of the San Jose scale from one nursery was responsible for the demand by the orchardists and nurserymen for the entomological commission law. The heavy loss and expense caused in the eastern states by the importation of the brown tail moth and gypsy moth is a matter of common knowledge.

"The Association; Its Aims and Progress.

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discarded and our lists improved by limiting them to the best varieties. In the case of our ornamentals, particularly deciduous shrubs, we got our first stock from western Europe, very naturally; and we have continued to grow many things that while excellent enough where they came from, are unsuited to our conditions. On the other hand, we have neglected almost altogether the many fine things that Mr. Wilson has brought to your Arboretum which should be quite at home here. To my mind, there is nothing so full of promise to American horticulture as the study and development of the Arboretum collection. We should by all means add to our list of broad-leaved evergreens every variety that will grow under our conditions. One thing that has served to delay the propagation of much of that valuable material has been the absence of a positive and extensive demand for its production. You gardeners can do much towards shaping the propagating list of nurserymen. When you demand things, we will grow them for you. When the matter is left to the nurserymen, they will make their propagating lists to fit the plate-books and the easy-to-get half-tones. It will be interesting to watch for your influence upon our future development of plant-life. In Great Britain and on the continent, the gardeners are the arbiters; here, the nurserymen are; and the aesthetic too often gives way to the commercial.

And if you can co-operate with us in determining what should be grown for American gardens, you can assist us in securing leave to ship you our stock. And in the matter of restrictions put upon the distribution of nursery stock, I think I can make the position of our Association very clear: We realize that, while our industry is very important to us, yet it is very unimportant compared with the vast agricultural and horticultural interests of the whole country; and therefore, whenever they are required for the protection of those larger interests, we readily acquiesce in all necessary and proper quarantines. But we are entitled to assurance that they are both proper and necessary; they should not be based on suspicion nor prompted by hysteria; their necessity should be determined

Work of the Inspector

The work of a scientist agriculturist is to awaken the public, nurserymen, and seedsmen concerning the dangers of practices that must lead to economic loss. We are slow to recognize that waste in any operation of production means an increase in the cost of the product and that waste of any sort must be eliminated. The country at large is as much interested in having a certain and adequate supply of nursery stock at reasonable prices as of beef, wheat or potatoes.

An inspector stands in the same relation to the nurseryman and planter as an inspecting veterinarian between breeders of livestock. His task may be a little more difficult as at times it may be harder to certify growing plants as free from disease and insects. But the analogy holds. The veterinarian and the nursery inspector may both make mistakes and overlook things they should not. It is the business of agricultural colleges to train men for this service in order that the nurseryman may be relieved of the responsibility of technical and microscopic examinations and the planter be assured that the nurseryman has done

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by known facts, ascertained through investigation by competent experts. Nor should nurserymen be singled out for the application of quarantines; but when quarantines become necessary, they should be made to apply impartially to all potential agencies of distribution for the pests aimed to be excluded. Some nurserymen have thought they found in the frequency of quarantines, a tendency to substitute quarantines for inspection and certification. I think no one in authority would propose that as a policy; because it would mean admitting either the insufficiency of inspection or the inefficiency of the inspecting staff. Quarantining a whole state is much more quickly done than inspecting even small lots of stock. If it should be seriously suggested that no system of inspection answers its purpose, and has to give way to a stoppage of business, the necessity to appropriate money to maintain the inspection service would be questioned. I wish to emphasize the importance—and I hope to see every one interested directly, emphasize the importance and the necessity—of thorough, efficient, inspection and to point out the danger of following the easiest way, to quarantines. We nurserymen ask just this: that our trees and plants be carefully inspected in a thorough and efficient manner by official experts competent to do the work; that all needed funds be appropriated for that; that stock found to be healthy, clean and free from pests and diseases, be certified as such; that we be permitted to ship such stock and required to destroy the unmerchantable. That, I think, is altogether reasonable. If anyone competent to render judgment shall say that it is impossible to secure that, then I have no hesitation in saying that within ten years we shall see no interstate business in nursery stock; and probably little intra-state business. And it must not be overlooked that all plant-life is closely related and that farm products, and food stuffs from the land, fall naturally into the same class with nursery stock. The distribution almost as much as the production of food stuffs, is America's most vital problem. This subject is one that concerns every one of us and the whole American people.

The American Association Trade Mark

The American Association Trade Mark—3 c
 HIS month's announcement from the office of the Executive Secretary of the American Association of Nurserymen is of surpassing interest to every member of the national organization. It has to do with the establishment and practical operation of the Association's Registered Trade Mark which can only be used by a member of the Association and which is the definite assurance to the public that there is distinct advantage, by way of safeguard, in dealing with a member of the Association.

This one feature of American Association activities is alone worth the price of admission.

It is worth, too, the care that will be necessary to guard against action which

THIS IS YOUR TRADE MARK

THE TRADE MARK of your Association, duly filed for Registration in Washington for protection against infringement. It can be used only by members; its use identifies Members with the Association, with the Association's Advertising and with the Association's standard of ethics as set forth in its advertisements to the public.

TRADE MARK: It grew out of many hundreds of ideas suggested. It might be better; it is the best that could be evolved by those who made it. It holds these fundamental ideas: Trees and Plants; Grown and sold by members of the American Association of Nurserymen; Stock that is "Trustworthy"; Buyers protected by the chain of 400 Members standing for the Fair Deal.

The basic idea is in the Association's amendment to its Constitution adopted in convention as Article IX, providing for Fair Dealing as a condition of membership, and setting up a Vigilance Committee to secure that.

That is the most outstanding fact in American Horticulture today. It means a new relationship between the Nurseryman and the Planter. It places this Association in line with progressive business; it enables new standards.

They are serviceable only if made known; the public is entitled to know what you stand for. You are entitled to have it known. In response to the action of your



may deprive one of the privilege it affords—its use in business practice.

Members are urged to use the Trade Mark generally—to have their stationery, advertisements and other printed matter carry this Trade Mark from this time forward.

Recent events—world-wide, nation-wide and trade-wide—have led straight up to the promulgation of the principle implied and expressed in this significant device. The

Market Development Committee, taken after consulting you through the Questionnaire distributed, advertising has been placed in the papers named below and in copy reprinted in this report.

ADVERTISEMENTS: The copy was carefully prepared and every statement thoughtfully weighed. The idea advanced and the policy advertised are found in Article IX above referred to.

PUBLICATIONS: The list now used does not include all the good papers; there are many others; when we have more money to spend, we can use more papers;

THE NURSERYMAN'S CREED

WE purpose not only to trade fairly but to insist that those associated with us do so and that those of whom we buy and to whom we sell, so conduct their affairs as not to discredit the industry that means our livelihood, the work to which we give our lives, and the standing of the business from which we take our position in the community."

—John Watson, executive secretary American Association of Nurserymen.

those selected were carefully chosen because of their high standing, their circulation and their distribution over the territory where our members are located. They all go to land-owners, home-owners, present or possible buyers of your goods—in short, to your customers. Every issue means carrying your message to over Four Million, Six Hundred Thousand people directly interested.

No obligations have been assumed beyond the money actually on hand and appropriated for this purpose.

ELECTROS have been sent you in two sizes; one for use on your letter-heads, envelopes and circulars; the small one for tags. Take all your printed-matter to your local printer and have him run it through the press and imprint the TRADE MARK. The press-work will be the only expense and the use of the TRADE MARK is what identifies you with the Association, with its Advertising and with its standards of fair-dealing. You all believe in fair-play; say so; and say it in the only way that will effectively identify you with this campaign and make it profitable to you. Use the

sentiment is aptly and tersely put by Secretary Watson: "You all believe in fair-play; say so." The Trade Mark's use means just that.

The public will be quick to see the import. Trade will follow the Trade Mark. Membership in the American Association of Nurserymen fairly leaped in value with the putting of the Trade Mark into active service.

Secretary Watson, in his Circular of Advice regarding the Trade Mark, has outlined clearly its use and its significance. Now, let the membership heartily back up the efficient efforts of its officers who have given this, as well as many other features of organization activity their best thought.

Secretary Watson's announcement follows:

TRADE MARK: print it on everything you send out.

BOOKLET: To send in reply to planters, is being printed with the name and address of every member included; copies will be sent you.

ARTICLES: Have been distributed to 750 newspapers and will be continued through the season. LECTURES are a part of the program. But it is the ADVERTISING that identifies the Association and its members with that general publicity and gives you opportunity to bring the results directly to yourself and those who use the TRADE MARK.

Additional business will hardly come of this now, but you have as much as you can easily handle without more. Selling for next fall and spring will soon be under way and this advertising will tell people what to figure on when placing their orders. And they will do that.

BUTTONS: can be made of the TRADE MARK. Estimates will be asked for as to cost.

The Association and all its members may well congratulate themselves on the action they took in convention whereby they declared for Fair Dealing; not that it has been absent, but that it was made the Association's standard. That policy is now being advertised to planters that they may know you and your methods and standards better. The response from press and public will be more than you may have expected. But the extent to which it can be made to benefit you and your business depends entirely on the extent to which you use the TRADE MARK. Use it!

JOHN WATSON,
 Executive Secretary,

American Association of Nurserymen.
 Princeton, N. J., March 19, 1920.

ATTENTION

Landscape Gardeners and Nurserymen

This is one of the best Nurseries in the country to secure large specimen Evergreens for immediate effect in such varieties as

Kosteril Blue, Hemlock, Norway and White Spauce, Austrian, Scotch, and Mugho Pine, And Retinosporas in Varieties, Etc. Large Cut Leaf Birches and Babylonica Weeping Willows.

Prices on application, stating size and variety desired.

Conine Nursery Co., Stratford, Conn.

Nursery Business FOR SALE

Established 15 Years

with an annual retail business aggregating about \$30,000. Including office and equipment, with crew of Salesmen, Packing House 50 x 150 and equipment. Located in middle West,

On two main lines of Railroad within two blocks of both depots.

Reason for selling, desire to change climates on account of family's health.

Inquire A. W., care of American Nurseryman, P.O. Box 124, Rochester, N. Y.

SOME GOOD CONIFERS

STILL IN FAIR SUPPLY

AT DUNDEE

Strong, thrifty, home-grown stock. Order now before the supply is exhausted.

ABIES CONCOLOR (Colo.) (Concolor Fir)			PINUS MUGHO True Dwarf Type (Dwarf Mountain Pine)		
Size Inch			Size Inch		
6-10 xx, twice transplanted...	\$1.75	\$12.00	8-10 xx, twice transplanted...	\$3.00	\$20.00
10-12 xx, twice transplanted...	2.25	18.00	10-12 xx, twice transplanted...	3.50	27.50
12-18 xx, twice transplanted...	2.75	22.50	12-18 xx, twice transplanted...	4.00	35.00
ABIES DOUGLASSI (Colo.) (Douglas Fir)			PINUS AUSTRIACA (Austrian Pine)		
10-12 xx, twice transplanted...	2.00	15.00	6-10 xx, twice transplanted...	2.25	12.00
12-18 xx, twice transplanted...	2.50	20.00	10-12 xx, twice transplanted...	2.75	18.00
JUNIPERUS VIRGINIANA NORTHERN TYPE (Red Cedar)			TAXUS CANADENSIS (American Yew)		
6-10 xx, twice transplanted...	1.75	12.00	6-12 x, twice transplanted...	7.50	
10-12 xx, twice transplanted...	2.25	18.00	TAXUS CUSPIDATA (Japanese Yew)		
12-18 xx, twice transplanted...	2.50	20.00	10-12 xx, once transplanted...	9.00	
JUNIPERUS SCHOTTI			THUYA OCCIDENTALIS (American Arbor Vitae)		
24-36 xx, twice transplanted...	15.00		8-10 x, once transplanted...	5.00	
JUNIPERUS CANADENSIS Syn. J. Communis Dupressa			10-12 xx, twice transplanted...	1.20	8.00
6-12 x, once transplanted...	13.50		12-18 xx, twice transplanted...	1.40	10.00
PICEA CANADENSIS (Black Hill Spruce)			18-24 xx, twice transplanted...	1.60	14.00
10-12 xx, twice transplanted...	2.50	20.00	THUYA PYRAMIDALIS (Pyramidal Arbor Vitae)		
12-18 xx, twice transplanted...	3.25	27.00	6-8 x, once transplanted...	10.00	
PICEA EXCELSA (Norway Spruce)			24-36 xx, twice transplanted...	10.00	
18-10 x, once transplanted...	5.50		THUYA COMPACTA (Compacta Arbor Vitae)		
10-12 xx, twice transplanted...	1.50	10.00	12-18 xx, twice transplanted...	5.00	40.00
12-18 xx, twice transplanted...	1.75	14.00	THUYA DOUGLASSI AUREA (Douglas Golden Arbor Vitae)		
PICEA PUNGENS (Colorado Blue Spruce)			10-12 xx, twice transplanted...	5.00	40.00
6-10 xx, twice transplanted...	2.50	20.00			
0-12 xx, twice transplanted...	3.00	25.00			

* Each x indicates one transplanting.

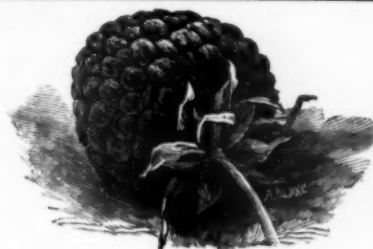
Send for Complete Price List

THE D. HILL NURSERY CO., Inc.

Evergreen Specialists—Largest Growers in America.

Box 402

DUNDEE, ILLINOIS



HEADQUARTERS FOR New Fruits of Real Merit

"Erskine Park" the new everbearing red raspberry, also Royal Purple, Empire, Idaho and Plum Farmer raspberries. "Neverfail" the new everbearing strawberry, "Oswego" apple, the prettiest apple in the world. Nurserymen should get in on these new fruits while the getting is good.

ADDRESS

L. J. FARMER

PULASKI, N. Y.

MOVED

To The Heart of the Peach Seed District, where we can serve you better than ever before. Tell us your wants.

O. JOE HOWARD, Sec.-Treas.

— THE —

Howard-Hickory Co.

HICKORY, N. C.

Box-Barberry

Well rooted, dormant summer frame cuttings ready to set direct into the nursery without further expense.

\$65.00 per 1000

Many leading catalog firms will list Box-Barberry next season.

INTRODUCERS:

THE ELM CITY NURSERY CO.,

WOODMONT NURSERIES, Inc.

Send for Trade Bulletin.

NEW HAVEN, Conn.



Garden bordered with Box-Barberry
Electros of this illustration free with each order for 1000, if requested.

JACKSON POWER DIGGER. (Patented) 60,000 Trees Per Day



Three Men
Two Horses
and 10 gal-
lons fuel,
60,000
trees per
day

Cost is \$750.00
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The Nursery-Manual

By L. H. BAILEY

HERE is the most exhaustive and up-to-date manual, covering all the most recent improvements in the care of nurseries and in the practice of plant propagation. The NURSERY-MANUAL deals minutely with every phase of this important branch of agriculture.

An important and valuable feature of the Nursery-Manual is the two-hundred page Nursery-List which constitutes almost one-half of the book. Here are found, in alphabetical arrangement, hundreds of plants listed by their common as well as the botanical names, with a description of the method of propagation to be followed in every instance. This list has been carefully brought up-to-date.

Another excellent feature of the Nursery-Manual is the large number of full page plates, line drawings and descriptive figures illustrating the methods employed in successful plant multiplication.

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The "Neverfail" Everbearing Strawberry

By L. J. Farmer, Pulaski, N. Y.

This new everbearing strawberry is a seedling of the Bubach strawberry hand pollinated with pollen from the famous Superb everbearing strawberry and was originated by D. J. Miller, of Ohio, who is the originator of the King Edward and other strawberries, and who claims to be the originator of the Plum Farmer black raspberry. It was produced in a lot of 500 seedlings in 1912 and was the only one of the 500 that was retained. The originator discarded all the other seedlings and also the Superb for this new No. 200, which has since been named "Neverfail."

My attention was first attracted to the new seedling by the receipt of a letter from Matthew Crawford, of Cuyahoga Falls, Ohio, who has long been known as the most reliable of strawberry growers. Mr. Crawford advised me to investigate the new seedling of Mr. Miller's, saying it was the best fall or everbearing strawberry he had ever tasted. In a later letter Mr. Crawford wrote me that after testing the new seedling No. 200 of Mr. Miller's, he had no use for any other everbearing strawberry.

In the spring of 1918 I induced Mr. Miller to send me a dozen plants of his seedling to test. I set them out in early May alongside of Americus, Superb, Minnesota No. 1017 and others and gave them good average care. They yielded heavily throughout the latter part of the summer and fall, and when winter closed in, there were still many large berries on the plants. They seemed so much better and more productive than the other everbearing kinds that they could be put in a class by themselves.

During the fall and early winter of 1918-9, I had much correspondence with Mr. Miller, with the result that I purchased the entire stock of the new seedling, which was finally named "Neverfail" by Mr. Miller.

In the spring of 1919 these plants were

dug up and shipped to me by Mr. Miller. We had quite a trade in them among growers and what plants remained were finally set out in the field during the month of June. They made a good growth and have increased nicely, so we think that from the 6,000 plants we have about 40,000 new plants. These plants bore heavily all during the latter part of the summer and fall, up to the time that the ground froze solid. This variety fruits on the young runner plants quite freely, as well as the old or parent plant. Another peculiarity about it is that it bears heavily when the plant makes many runners and new plants. The plant shown in the illustration had 12 ripe berries on it the time it was photographed, as well as many green berries and blossoms; and I dug this plant out from a solid matted row of plants, in the thickest part of a wide row.

The berries of the Neverfail are of the Superb class, like the plants. It is large and attractive like the Superb but possibly not quite as glossy and beautiful as that variety; but the fruit will pass for the Superb. Any one who has grown the Superb as long as I have, knows that its two great weaknesses are lack of productiveness in matted rows in the fall and lack of character to its flavor. The Neverfail is fully four times as productive under same conditions as Superb and Mr. Miller makes the claim that it is three times as productive. In character of flavor the Neverfail is equal to most of the strawberries as usually grown. It has more acid and sweetness than the Superb and you know when you are eating them that you are eating strawberries.

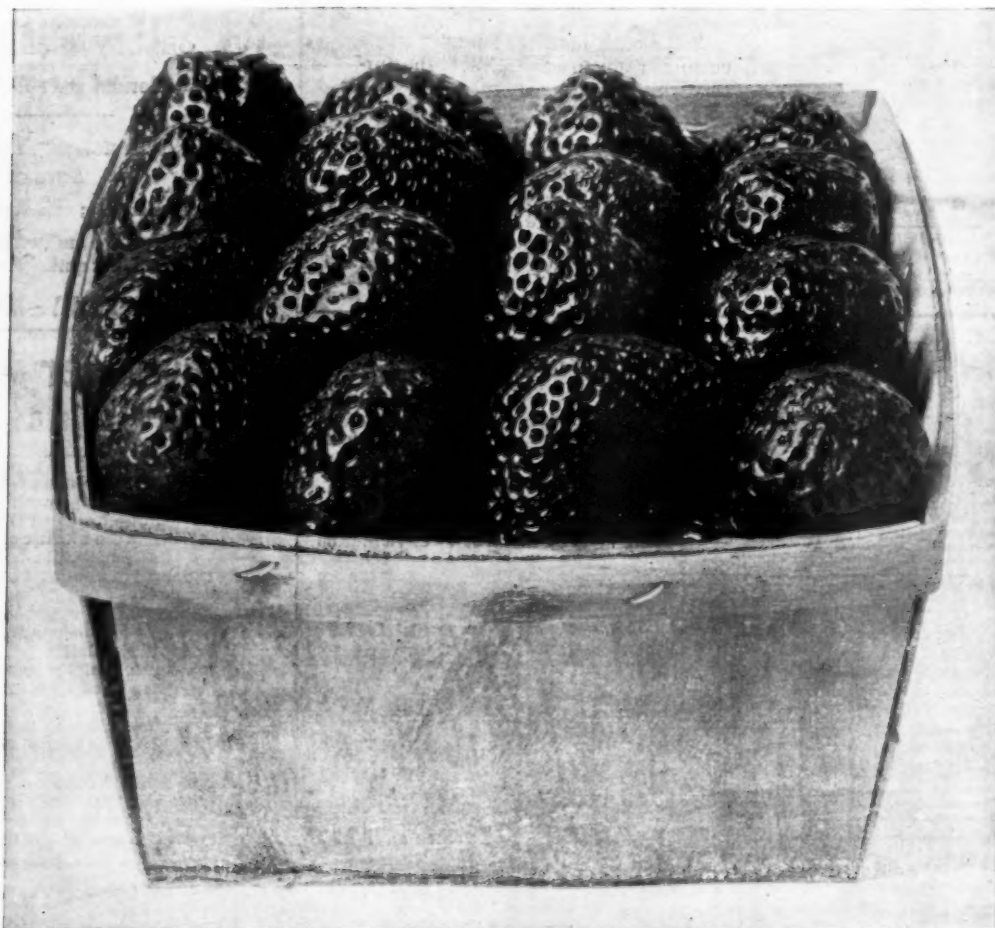
On Oct. 10th we made a test of the comparative productiveness of Neverfail and the Minnesota No. 1017, which has always stood high with us in the line of productiveness. We had the two varieties growing side by side under practically the same conditions. On this date the same length of rows of Neverfail picked just double the number of quarts that the Minnesota No.

1017 did. The fruit of the Neverfail is much finer and better in appearance than the Minnesota No. 1017. The basket of berries shown full life size in the illustration on this page was picked and photographed Oct. 27th. It will be noted that exactly 16 berries top a quart basket.

We own and control practically all the available plants of the Neverfail strawberry. We have been handling strawberries and the plants for 37 years and believe we know when we have a good thing. Now is the time to stock up with the Neverfail strawberry plants. They surely will be great sellers like the Superb and Progressive. No one ever lost a cent by investing in our introductions; they are all a success. We point with pride to the numerous strawberry varieties we have introduced, to the Plum Farmer, Idaho, Royal Purple and at present to the new everbearing raspberry, the "Erskine Park." Price of Neverfail strawberry plants, \$3.00 per dozen; \$20.00 per 100 at retail. Price to the trade \$10 per 100, \$75.00 per 1000. Our beautifully illustrated catalogue tells all about them. Address L. J. Farmer, Pulaski, N. Y.—Advt.

"One of the things that our experiment stations through inspectors as well as publications has tried to teach the orchardists is that the Nurseryman's function is a certain and definite one. When he delivers to them a live, sound, healthy plant of the specified species and variety, free from insect or disease, the Nurseryman's responsibility is over."—President W. M. Jardine, Kansas State Agricultural College.

The fruit grower may not realize it, but as a matter of fact his interest in the trees he plants begins long before they are delivered to him. How fully the Nurseryman realizes it I do not know, but his interests are vital long after the grower has planted his trees."—H. P. Gould, U. S. Department of Agriculture.



One Quart Basket of the new "Neverfail" Everbearing Strawberry, photographed exactly natural size, Oct. 27, 1919.



One Plant of the new "Neverfail" Everbearing Strawberry, photo Oct. 11, 1919. Twelve ripe berries on the plant.

Small Fruits

In urging greater production of small fruits in Iowa, Prof. C. V. Holsinger, Iowa State College, said recently:

"Last year at Nevada, Story county, Blackman brothers harvested \$4,500 worth of strawberries from a little over four acres of ground. Their raspberries, both red and black, also produced a good crop and prices almost equal to that of the strawberries per acre."

"John H. Canine, living west of Des Moines, last year sold over \$4,000 worth of strawberries from about four acres."

"Another grower at Ottumwa harvested last year over 500 crates of strawberries from a little over an acre of ground. These sold from \$2.25 to \$2.75 per crate."

"At Osage, Mitchell county, there resides a man by the name of Gardner, a veteran grower of strawberries, who last year picked eighty quarts of berries from a square rod of ground. These plants were put out on the twenty-fifth day of May and were producing berries seven weeks after planting. Another grower at Northwood, Worth county has been quite successful in cultivating them. Ordinarily from 4,000 to 6,000 quarts per acre is considered a good yield, yet the square rod that Mr. Gardner tended produced 13,000 quarts to the acre. It is seldom that everbearing strawberries sell for less than 25 cents a quart. In the last few years they have run up to 35c and 40c a quart."

"In the northern half of Iowa every farm garden should have a bed of everbearing strawberries."

"Mr. N. Rasmussen of Oskosh, Wis., harvested the red raspberries to the amount of \$2,500 per acre. Last year his varieties were the King and Marlboro. A grower in the southwest, Mr. Harry Firkins, who lives near Kansas City, sold over \$12,000 worth of small fruit from fifteen acres last year. This shows the great possibility of raising small fruits, berries of all kinds bringing from 20c to 50c a quart."

"Cherries and currants have been scarce in Iowa, in all but a few isolated cases."

"As far as strawberries is concerned it is safe to say that they will grow on almost any farm that will produce corn."

"Fruits of all kinds have been scarce and in all probability will continue to be so for some time to come. There is no other phase of fruit growing that offers the opportunities for quick returns like small fruits and special efforts are being made by specialists from Iowa State college to encourage people in the smaller centers to grow berries for home use. Boys and girls who would like to make money by growing some kind of a crop will find that strawberries offers one of the safest crops that they can grow."

"Plants can be had for \$4 to \$7 a 1,000

and 2,000 will plant a little better than a quarter of an acre. Few people will have to seek a market for their product for the reason that consumers are generally willing to drive long distances in order to get a supply for their own use."

"My attention was recently called to an unusual case," said Mr. Holsinger. "The party several years ago attended a horticultural meeting where the subject of strawberries was discussed. Being interested he decided to plant a small patch that year. He was so well pleased with his venture that he made it his life work and in 1919 he planted eighty acres of strawberries. His income from this eighty acres was an enormous one. This year he has fifty acres of plants."

"I would like to see people in the smaller districts, who can not buy berries, because of their perishable quality and consequently do not ship well, grow them for home use. This field also offers a wonderful chance for the boy or girl who wants to make a little spending money."

Marketing the Muscadine—Did you ever eat muscadine marmalade? Or drink muscadine grape juice? Well, a great many people haven't, either, although the muscadine was growing over the Southeastern coastal plains when the white man came and has grown there ever since. Its products are among the most delicious made from any grape. Here is a recent proof of that. Just before Christmas the dining car superintendents of three of the largest railway systems in the South secured, with the aid of the United States Department of Agriculture, a quantity of home-made muscadine grape products. The patrons of the dining cars exhausted them in just one-third the time that it was thought they would last, and the superintendents telegraphed rush orders for additional supplies.

Nauvoo, Ill., grape growers have a local shipping association and they have contracted to sell their 1920 grape crop, a million pounds or more, to a Keokuk firm for 4c a pound delivered on barges at Nauvoo. When national prohibition became effective grape growers thought they were in for a big loss, but their markets are opening for the product of the vineyards at prices that are most satisfactory.

More than 500,000 loganberry plants are needed to fill present orders of Marion county growers, Oregon, according to Britt Aspinwall, one of the leading berry growers of that district. Mr. Aspinwall said that in addition to the Marion county demands he had received an order for 100,000 plants from Everett, Wash., as well as smaller orders from other parts of the Pacific northwest. These plants now are selling at \$5 a thousand.

Trade Mark Case

In the December issue of the *American Nurseryman* brief mention was made of a decision in the Stark Trade Mark Infringement Suit. On account of the brevity of the item the exact nature of the decision was not made clear. We are now able to give fuller information supplied by the attorney for Stark Bros., N. & O. Co.

"I am in receipt this morning of the copy of the *American Nurseryman* of December, 1919, and that clipping is not in accordance with the facts. The clipping says:

'The Missouri courts found in favor of the plaintiffs and ordered the award of damages, but the Court of Appeals reversed the decision, etc.'

"The Court of Appeals did not reverse the decision on the question of the infringement of the trade-mark, and did not reverse the decision on the question of the accounting awarded to the plaintiffs, but on the contrary sustained the trial court in that regard; but, did set a different date than that named by the trial court as to the time the accounting should be taken from, and we appealed from the decision of the U. S. Court of Appeals on that question to the U. S. Supreme Court, we claiming that the date from which the plaintiff is entitled to the accounting should be set even earlier than the trial court set."

"The decision of the U. S. Court of Appeals can be found in the 'Trade-Mark Reporter,' No. 5, Vol. 9, 1919, at page 182, and that court in rendering its opinion said

'We are of the opinion that there was error in decreeing that the appellee (plaintiff) recover all gains and profits which appellants (defendants) have derived or received by reason of the infringement of appellee's trade-mark beginning March 11, 1914.'

and instead of naming that date the court of appeals said

'The decree of the court below will be modified and that the appellants (defendants) be charged with the gains and profits made by them for reason of the unfair competition arising from the infringement of appellee's (plaintiffs) registered trade-mark, and the damages, if any, which appellee (plaintiff) has sustained by reason thereof since the beginning of this action.'

instead of from date named by the trial court."

J. W. MATSON.

Louisiana, Mo.

[The trade mark infringement suit mentioned above was brought by Stark Brothers Nurseries and Orchards Company against the William P. Stark Nurseries, of Neosho, Mo. The decisions of both the United States District Court and the United States Appeals Court were in favor of the plaintiff, Stark Brothers.—Editor.]

AMERICAN NURSERYMAN



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

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Advertisements should reach this office by the 25th of the month previous to the date of publication.

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ROCHESTER, N. Y., APRIL, 1920

American Association of Nurserymen—President, J. Edward Moon, Morrisville, Pa.; vice-president, Lloyd C. Stark, Louisiana, Mo.; treasurer, J. W. Hill, Des Moines, Ia.; executive secretary, John Watson, 400 Nassau St., Princeton, N. J.; assistant secretary and traffic manager, Charles Sizemore, Louisiana, Mo. Executive committee: J. Edward Moon, chairman; Lloyd C. Stark, Louisiana, Mo.; C. R. Burr, Manchester, Conn.; E. W. Chattin, Winchester, Tenn.; C. C. Mayhew, Sherman, Tex.; J. B. Pilkington, Portland, Ore.; E. S. Welch, Shenandoah, Ia.; T. B. West, Perry, O. Legislative and Tariff committee: C. H. Perkins, 2nd., Newark, N. Y., chairman. Meets 4th Wednesday in June in Chicago, Ill.

Western Association of Nurserymen—President E. P. Bernardin, Parsons, Kan.; vice-president E. H. Smith, York, Neb.; secretary-treasurer, George W. Holsinger, Rosedale, Kan. Executive committee: H. D. Simpson, Vincennes, Ind.; C. G. Marshall, Arlington, Neb.; C. C. Mayhew, Sherman, Tex.; E. E. May, Shenandoah, Ia.; J. H. Skinner, Topeka, Kan. Program committee: M. R. Cashman, Owatonna, Minn.; George A. Marshall, Arlington, Neb.; Harry Hobbs, Bridgeport, Ind. Next annual meeting in Kansas City, Mo., Jan. 26-27, 1921.

Pacific Coast Association of Nurserymen—President, Mrs. R. Day, Spokane, Wash.; vice-presidents, Fred W. Day, Yakima, Wash.; Albert Brownell, Portland, Ore.; M. R. Jackson, Fresno, Cal.; C. A. T. Atwood, British Columbia; C. T. Hawkes, Caldwell, Idaho; B. H. Bower, Provo, Utah; secretary-treasurer, C. A. Tonneson, Tacoma, Wash. Convention in 1920 at Spokane, Wash.

New England Nurserymen's Association—President, Charles Adams, Springfield, Mass.; vice-president, John K. M. L. Farquhan, Boston, Mass.; secretary, Sheldon Robinson, Lexington, Mass.; treasurer, V. A. Vanicek, Newport, R. I.

Northern Nurserymen's Association—President, M. R. Cashman, Owatonna, Minn.; secretary, E. C. Hilborn, Valley City, N. D. Convention of 1919 in Minneapolis, Minn., in December.

Southern Nurserymen's Association—Pres., S. C. Crowell, Rochester, Miss.; vice-pres., Paul C. Lindley, Pomona, N. C.; secy-treas., O. Joe Howard, Hickory, N. C.; 1920 meeting in Charleston, S. C., Aug. 18-19.

Western Canada Nurserymen's Association—President, H. L. Patmore, Patmore Nursery Co., Brandon, Manitoba; first vice-pres., A. Mitchell, Mitchell Nursery Co., Coaldale, Alta.; second vice-pres., B. D. Wallace, Island Park Nurseries, Portage La-Prairie, Man.; secy-treas., T. A. Torgeson, Prairie Nurseries Ltd., Estevan, Sask.; Members of executive committee, Homer J. Barry, Clover Nurseries, Bremner, Alta.; W. J. Boughen, Valley River Nurseries, Valley River, Man.

THE TRADE MARK

To every member of the American Association of Nurserymen has been sent by direction of the office of the executive secretary, electrotypes of the Trade Mark of the Association; also a circular of explanation and advice.

The device speaks for itself. Its use implies full conformity to the Association policies. And it amounts practically to a guaranty to the public that dealing with a member of the Association will be a safe undertaking, at least so far as quality of stock is concerned.

Provision for this Trade Mark is one of the most important things the national organization has done. The device is representative of the new relation between the Nurseryman and the planter, as the direct result of American Association activity.

Now, will anyone intimate that the American Nurseryman was premature or visionary in suggesting such a device years ago? And was reorganization of the national organization unnecessary? Read the secretary's Announcement accompanying the electros and judge whether it is a good thing to have an executive secretary on full time, working solely in the interests of the national organization.

After all, is it really true that about all the A. A. N. needs to do is to watch out for oppressive legislation? We have seen that there is much more than that to be done.

CENTER OF TRADE ACTIVITY

We suppose it will not be questioned in any quarter that the national organization of Nurserymen is the center of activity of the Nursery Trade—the hub around which trade matters revolve. If not, what is the center? And if the American Association of Nurserymen is the heart of the American Nursery Trade—the entity toward which official and unofficial inquiry is directed whenever Nursery Trade questions arise—ought there not to be hearty, whole-souled active co-operation throughout the membership to the end that daily through the year there may be unmistakable evidence of a united boost for Association aims and plans? If it is true that such a condition prevails—a united, participating union of effort throughout the membership and not a passive, waiting attitude, depending, for all action, upon the officers and committeemen—well and good. In our opinion the usefulness of the Association depends in great measure upon what the rank and file does by way of honest, earnest, hearty support of measures which are made matters of Association policy.

It was for the purpose of encouraging, fostering and extending if need be the idea of a genuine boost BY ALL HANDS for the advancement of Association policies that we suggested in the last issue of the American Nurseryman a get together banquet at the opening of the annual convention each year. Perhaps it is not needed. Some national organizations have found that something of this kind aids materially in maintaining an esprit de corps.

Officers and committees of the A. A. N. are working valiantly along definite lines to establish in the public mind confidence in the transactions of the national organization and in those of every member of that organization. Where and when do we hear the hearty "Amen" from the rank and file? What opportunity has the membership generally for voicing its opinion? Is the American Association membership practically a unit in the matter of Association

activities and of Association standards as recently set up? We believe the national organization ought to be four hundred strong for the policies promulgated by its official representatives who are going before the public in speech and in advertisement in behalf of definite policies upon which we do not remember hearing or reading any word, either of approval or disapproval, by hundreds of organization members.

Perhaps the officers know just where the membership stands in support of measures tried and prospective. It is true that the floor of the convention gives opportunity for expression. Only in a comparative degree is advantage taken of that opportunity.

In our opinion the policies which have been proposed by the leaders and most of which are being put into practice are wholly for the benefit of the trade and worthy of hearty support. Our argument is for more "pep" in expression by the rank and file in regard to Association matters. If present policies can be bettered, let us better them, but let us arrange speedily a condition under which four hundred Association members will shout for Association policies. That will spell real progress.

A TIMELY THESIS

The gospel according to nineteen-twenty ideals was preached by Rector John Watson at a Boston convocation last month, and we take special interest in presenting his discourse in its entirety in this issue. ♦

Unfortunately this presentation comes at a time when our readers are very busy. Many may not now have time to read this account of a Little Journey Through Nursery Rows and Up Into the Council Halls of the Trade With Pertinent Observations by the Way. We suggest, in such case, that they lay this issue aside carefully for the time, and that they seize the first opportunity to read a thoroughly practical exposition of the aims and purposes of the American Association by one who knows.

Mr. Watson's dissertation is thoroughly in accord with our long argument extending over a series of years.

Members of the national organization of Nurserymen have in Mr. Watson's disquisition a clear outline of just what present activities aim to produce.

QUARANTINE NOT MENTIONED

Scarcely had the sound of complaints because of quarantine restrictions on orchids died away when the Boston Transcript announced, in connection with an orchid show at Horticultural Hall, Boston, at which prizes valued at \$5,000 were to be awarded, that orchids are not plants for millionaires only and that by and by the children of the poor may gather these orchids in our woods and meadows without money and without price. "The orchid family is, in nature, one of the vastest of flower families. One of the features of the show next week will be a showing of the process of hybridizing and raising orchids from seed to flower. From the small beginning to the perfect finish these orchids in the making will be exhibited, revealing the fact that the noblest orchid is a product of patience and love, and stimulating the average flower-lover, no doubt, to try his hand at the process."

Of course the popularizing of orchid culture will do away with exclusive high prices for the plants.

The Michigan State Horticultural Society has spanned the half century and in December this year will celebrate its golden anniversary.

VIGILANCE COMMITTEE BUSY

The very efficient Vigilance Committee of the American Association of Nurserymen has had its hands full of organization work, and at a time when the labor situation is keeping the individual members guessing on their own business. Nevertheless the committee has found time to get after a number of agricultural and horticultural publications which either ignorantly or carelessly are injuring the Nursery business while reaping a temporary harvest in advertising.

Some of these publications, after giving their readers due notice that prices on Nursery Stock were necessarily high on account of conditions, turn right around and proceed to cheapen the product through advertising which offers Nursery Stock as a gift for the price of a subscription.

In the Capper publications, for instance, (Capper is now a U. S. Senator) is offered as a premium a "Fruit Garden and Orchard—Seventeen Trees, Vines and Berry Bushes," with a one-year subscription to Capper's Weekly, for \$1.50; fifty-two issues of the publication and a fruit garden and orchard for \$1.50! Or 156 issues of the publication and the fruit garden and orchard for \$2.50! And that is not all. Capper's Weekly guarantees that the "seventeen trees, plants, etc., will reach the subscriber in good condition" and if they do not so arrive or do not grow to the satisfaction of the subscriber, Capper's Weekly will replace the entire lot at the subscriber's request "absolutely without charge"!

Therefore, what the Capper's Weekly advertise is to furnish two Snow apple, two Wealthy apple, four Rex Everbearing Red Raspberry, four Imperial Lucretia Dewberry, two Kieffer pear, two Bartlett pear, six Delaware grape, six Niagara grape and six Concord grape ("red, white and blue")—"grafted apple and pear trees, pedigreed fruit plants and colloused grape cuttings"—THIRTY-FOUR trees, plants and vines—count 'em—together with 156 issues of its publication for two dollars and fifty cents! And in 1920 too! With suits of clothing selling at \$50 to \$80; shoes at \$10 to \$18 per pair, and the only thing that five cents will still buy is five mediocre cigarettes or a street car ride in one or two cities!

Another paper is declared to be taking questionable advertising, such as seedling peach, offering trees at less than half price, etc.

Premium lists of such a nature that the Vigilance Committee of the American Association of Nurserymen has found it necessary to take up the matter with the papers have appeared in

Progressive Farmer, Birmingham, Ala.
American Fruit Grower, Chicago, Ill.
Farm and Home Mechanics, Kansas City, Mo.

Capper's Farmer, Topeka, Kan.

Until there was a Vigilance Committee and an aggressive national organization of Nurserymen with a registered Trade Mark, such premium lists could get by.

Section 428 of the Postal Laws and Regulations prohibits the sending of publications under second-class rate of postage when such publications are circulated at nominal rates.

Section 436 of the Postal Laws and Regulations states that the subscription price will be deemed nominal within the meaning of Section 428 when it appears from the contents or from the intrinsic inducements offered in combination with the publication that the circulation of the publication is not founded on its value as a news or liter-

ary journal and that subscriptions are not made because of such value but because its offers of merchandise or other consideration result, in effect, in its circulation at apparently a nominal rate.

The question naturally arises: What is the present value of thirty-four nursery trees, vines and berry bushes—or even seventeen—as compared with an ungarnished subscription price for a publication of the class named?

In other words, does the merchandise listed as a premium in the case cited above constitute a "result in effect in circulation at apparently a nominal rate"?

We presume that the Vigilance Committee will find out. Since Congress makes the Laws and Regulations, probably U. S. Senator Capper can answer.

County Horticultural Commissioner Chas. F. Collins, under date of March 5, advises that the reports of the Horticultural Inspectors of Tulare County, California, for the month of February show a decided increase in the amount of incoming shipments of nursery stock. Regardless of the handicap of insufficient moisture, more planting is being done this season than ever before. It is interesting to note that among other activities 1,964,631 grape cuttings were set out in February, as well as 377,223 grapevines, 45,704 fig cuttings, 9,436 fig trees, and 80,697 prune trees.

Vernon H. Davis, chief of the Ohio bureau of markets, resigns to become manager of Catawba Orchard Co., a newly-formed corporation which will go into extensive fruit-growing business on Catawba Island, Lake Erie. The company begins with 125 acres of peach and other fruit trees and grape ar-hors, and expects to plant as speedily as possible 400 acres additional.

T. D. Urbahns, field entomologist of the Office of Post Control, Sacramento, went on March 16th to Modesto, where he conferred with Commissioner A. L. Rutherford and certain nurserymen concerning the disposition of fig stock in a nursery badly infested with nematodes.

George D. Aiken, Nurseryman, Putney, Vt., was one of the speakers at the annual exhibition of the Maine Fruit Growers' Association, in Auburn, Me., recently.

Supt. of Parks Kevser, Portland, Ore., has acquired land 200 x 700 feet adjoining Washington park, valued at \$85,000 to be used for national rose test purposes.

Nursery Trade In France

A French grower, writing to the Horticultural Advertiser, England, says:

The nursery trade has been particularly brisk this season. The lifting of trees and stocks began in October with very dry weather, which was very unfavorable and was the cause of considerable delay. Afterwards we had a severe frost at the beginning of November, which still further complicated matters. But since this date the nurserymen enjoyed very mild weather, and have had no stop until now.

The Fruit Stocks are nearly all sold out. Apple, Pear, Plum seedlings, Cherry, were exhausted at the beginning of the season, and numerous orders have been refused. The quantities which have been delivered do not exceed five per cent. of the demand.

It may be possible actually to find small quantities of Paradise, because they are propagated from mother plants, and the growers were not sufficiently sure of their rooting at the beginning of the season. This is the reason why they did not at that time make engagements for their whole lot. Hence the reason that small lots are still being supplied now. Rose Stocks have been considerably short, principally Rosa canina and laxa; not ten per cent. of the demand has been supplied. If some small lots are still on offer it is for the reason indicated for the English Paradise; also Multiflora Polyantha seedlings, which were a little more abundant than anticipated, but they will be planted in France, where it has been recognized to be the best stock for dwarf polyanthas, climbing wichuraianas, also for working the H. T's, H. P's teas, etc., for forcing, also for pot work. Its root system is very good, and when planted or potted, breaks very rapidly. In the U. S. A. they employ it to replace Manetti in many cases.

The young stocks of shrubs, seedlings, grafts, rooted cuttings, sell very quickly. Many sorts are missing owing to the lack of propagation during the war. They will continue to be scarce for several years. Many varieties have disappeared entirely.

Young forest trees have been in great demand. All the principal sorts are exhausted.

Fruit trees have been in very great demand and the nurserymen are obliged to decline orders for many sorts and many sizes. In the Paris district, where trained trees are grown largely, an advance of prices of 30 per cent. from January 1st has been notified.

Ornamentals have been also in great demand. Unfortunately the railway congestion has very often obstructed all business in this line, especially for plants with balls of soil.

Say you saw it in AMERICAN NURSERYMAN

Business Books for Progressive Nurserymen

The rapidly increasing demand for books of practical aid to the business man has led us to submit a carefully compiled list, from which our readers may select such as are particularly adapted to their needs. The library of the Nurseryman and the Horticulturist generally will be enriched by the addition of one or more of these efficient aids to progress in modern development. Any of the following list of books will be sent, postpaid, upon receipt of price, by

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Whenever you buy nursery stock, look for the TRUSTWORTHY trade mark, shown above.

It is used by members of the American Association of Nurserymen.

Membership in the Association is strictly restricted to firms whose methods and standards come up to the Association measure.

Buying from any member of this Association, you have the Association's assurance of satisfaction back of your purchase.

How the Association Vigilance Committee means your protection, what the Association is, and where you can get trustworthy trees and plants, is all told in our Booklet, "Looking Both Ways Before You Buy Nursery Stock."

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AMERICAN FORESTRY	Washington, D. C.	16,650
AMERICAN FRUIT GROWER	Chicago, Illinois.	426,287
COUNTRY GENTLEMAN	Philadelphia, Penn.	426,287
FARMER'S MAIL AND BREEZE	Topeka, Kansas	102,430
FARM JOURNAL	Philadelphia, Penn.	1,015,791
FARM AND FIRESIDE	Springfield, Ohio	645,078
GARDEN MAGAZINE	Garden City, N. Y.	25,000
HOARD'S DAIRYMAN	Fort Atkinson, Wisconsin	77,210
HOUSE AND GARDEN	New York, N. Y.	52,836
PROGRESSIVE FARMER	Birmingham, Alabama	187,731
RURAL NEW-YORKER	New York, N. Y.	164,077
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THE FARMER'S WIFE	St. Paul, Minnesota	707,307
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Every issue of these papers carries your message to 4,607,998 readers of the Agricultural and Horticultural press: Land-owners—Home-owners—present or possible buyers of Nursery stock—your customers.

Work of the College

(Continued from page 77)

his full duty. The nursery inspection law works twenty-four hours a day for the nurseryman, freeing him from apprehension of invasion of disease or insects and enabling him to give his entire attention to the constructive side of his business. It makes possible the interception of diseases or insects which if introduced into the state might in one year do damage amounting to more than the value of all the nursery stock produced in this country since 1878, such as the Japanese beetle, European corn borer, and white pine blister beetle. It enables the man who wants only a dozen trees to rest assured that he will get good healthy stuff.

Undue Exactions From Planters

One of the things that our experiment stations through inspectors as well as publications has tried to teach the orchardists is that the nurseryman's function is a certain and definite one. When he delivers to them

a live, sound, healthy plant of the specified species and variety, free from insect or disease, the nurseryman's responsibility is over. From that time on it is the business of the orchardist. Many times nurserymen have been responsible for undue exactions of the planters. Your agents have guaranteed almost anything the planter asked. They have frequently been willing to add anything to the contract conditions that the planter wished to suggest, provided always, of course, that they fill in the price clause. When a nurseryman promises to replace a tree that dies he is hurting the nursery business. Just as well should a livestock breeder promise to replace an animal that dies. Any livestock breeder delivers on board the cars an animal of specified breeding and of certain individuality and it is then up to the railroads to deliver that animal to the purchaser. The authenticity of the pedigree is all that the breeder can guarantee, a veterinary certifying to its health and condition. A nurseryman should stand on his rights and insist that his responsibility

ends when he has delivered the nursery stock in good condition to the planter.

Led to Improved Nursery Methods

The investigation of the means of control of nursery pests has brought about the discovery of better methods of nursery practice. Particularly has this been true in the handling of soils and the intervening crops in the nursery crop rotation. In the Kaw Valley the knowledge of handling soil naturally adapted to growing nursery crops is making it possible for the nurserymen to rotate their crops so they can grow their seedlings and apple grafts in soil practically clean and free from injurious organisms and insects. The value of alfalfa in rotation in clearing land of weeds and in building it up, justifies the high rentals that nurserymen are offering for Kaw valley soils. The soil of the Arkansas valley with its possibilities of irrigation, is of practically the same character as the Kaw valley soil, making it possible to extend the Kansas nursery business indefinitely.

Home Grown Stock Fallacy Punctured

Another thing that has been done by the inspectors—and the inspection force includes also the men at the top who are responsible for investigation, identification, and research—has been to puncture the fallacy concerning home grown nursery stock. The Kansas Agricultural Experiment Station conducted an investigation in which the same species from fifteen states, scattered from Alabama to Minnesota, were grown under identically the same conditions. The establishment of the fact that hardiness is a species character and not due to any particular locality in which the plant is grown has given nurserymen greater freedom in selecting the location for their establishment and in deciding upon the lines to be included. In the old days nurserymen attempted to grow apple, peach and plum trees and grape vines in the same locality, regardless of the adaptation of the soil and conditions. Today every large planter knows that his nursery stock is grown in the locality best fitted for it. Grape vines come from New York, peach trees from the southern states, sour cherry trees from Indiana and Ohio, and apple trees from Iowa, Kansas, and Missouri.

Business of Agricultural College

It is the business of the Agricultural College to keep the facts before the nurserymen and the planters. The Kansas State Agricultural College endeavors to do this. It keeps a state record of the occurrence, prevalence and damage caused by all plant diseases and such information as pertains to the interests of nurserymen or planters is always at their disposal. It is always on the lookout for plant disease outbreaks or destructive appearances of insects. It has always had the loyal support of the nurserymen. For instance, during the past two years the nurserymen of Kansas have voluntarily refrained from offering the common barberry for sale, following the pointing out by the College of the danger of the spread of stem rust of wheat thereby. Their support in this matter has been so loyal that people who are trying to buy the common barberry find great difficulty in securing the same in the state.

There ought to be better co-operation among the inspectors of the different states concerning the problems of the nurserymen and means of solving them. The states need to get together and fix upon a uniform nursery inspection law. This would make it less expensive for nurserymen to do business in other states than the one in which they are located and would furnish the planter and the public all the protection they are now receiving.

Square Deal Protects Reputation

The inspector's duty is to give the nurseryman a square deal and a square deal to the nurseryman means protecting his reputation both from the outside and the inside. Any theory concerning the value of a nurseryman's stock must be proved or punctured and it is the inspector's business to stand between the investigator in the laboratory and the grower and see that the Biblical injunction, "Prove all things and hold fast to that which is good," is carried out.

It is no kindness to a nurseryman for an inspector to slip by a block of poor stock. The man who has had a "one-eyed" or "blind" inspector on his premises has suffered from the crooked work. Any time
(Continued on page 85)

PAST AND FUTURE OF THE NURSERY BUSINESS

Recently a thought has come over my mind relating to the past forty years of nursery management. During the most of that long period the average price received by nurserymen for their products has just about on an average amounted to the cost of production. In other words, nursery stock for many years has on an average been sold at cost, leaving no profit.

This does not mean that there have not been individual firms which have made money, but in contrast to those think of the many who have lost all and are now financial wrecks after long years of struggle against fate and low prices.

I have had doubt as to whether our patrons, the public, would pay the high prices prevailing at present, but I find that they are willing to pay high prices and am led to the thought that nurserymen have lost a golden opportunity through heated competition, and through fears that the other fellow would get most of the business.

I charge myself with lack of confidence in the nursery business and in the public's willingness to pay a fair price.

I have thought that nurserymen were more jealous of each other than other business men, after associating with them intimately for many years and with the American Association of Nurserymen. This jealousy or lack of community interest has led to the sending out each year of millions of wholesale lists, offering nursery stock to the planter and orchardist at the same prices.

Notwithstanding the fierce competition of past years, I am led to assume that nurserymen might have had reasonably high prices for stock during the past years, no matter how severe the competition might have been, for I am confident that our average patron in the retail trade does not chase all over the country for low prices.

The present shortage of trees teaches us the lesson I have tried to set forth in this letter and that is that there has been no necessity of selling trees and plants without a return to nurserymen of a reasonable profit.

Old Nurseryman.

Largest Cherry Orchard

A despatch from Milwaukee says: "Milwaukee men now own the largest sour cherry orchard in the world in the Door county peninsula. The big fruit concern has acquired more land and has just increased the capital to \$500,000. The interest of Charles L. Lull and George H. Ackerman was taken over by the active management headed by P. P. Donahue, well known grain man, with James G. Martin as manager.

"Other Wisconsin men interested in this mammoth cherry orchard are H. M. Stratton, S. F. Briggs, Dr. Frederick A. Stratton, Peter Norgarrd and J. L. Hopkins.

"Mr. Martin declares that Wisconsin now has in this orchard the largest fruit growing concern west of California, considering the acreage of a single orchard. It is owned by the Co-operative Orchard Co.

"The demand for Wisconsin cherries has grown so rapidly that the company has already been offered \$4.50 a crate for all the cherries it can produce next year. Orders for carload lots have come from all sections of the country even from distant California. Despite the high prices offered, the company has refused to sell its product for 1920.

"The Co-operative Orchard Co. has one solid square mile in cherry trees, 64,000 trees in all. In the spring, when the trees are in bloom, the cherry blossoms in rows of trees a mile long rival the famous cherry bowers of Japan.

The company is interested in a canning factory which takes care of any cherries it may care to dispose of in that way. An old cannery was purchased and remodeled so that the company is now fully protected against any possible glut in the cherry market.

"Door county is full of cherry orchards. There are a few orchards of 300 acres each and many smaller tracts, the sales of which total hundreds of thousands of dollars annually.

The Horticultural Society of Rochester and Western New York has been formed at Rochester, N. Y. It is affiliated with the New York State Federation of Horticultural Societies and Floral Clubs and co-operates with the New York State College of Agriculture, department of horticulture, and with the New York State Department of Education. The special object of the society is to foster and stimulate interest in the cultivation of flowers and plants.

Work of the College

(Continued from page 84)

that diseased or insect-infested stock is passed by, the nurseryman is going to lose more than the value of the stock. Like the stock breeder and seedsman, a large part of the nurseryman's capital is his reputation and it is part of the inspector's duty to help the nurseryman protect and preserve his reputation by detecting any causes that may lead to dissatisfaction.

WANT ADVERTISEMENTS

POSITION WANTED—General nurseryman, experienced, who knows production, marketing is open for a substantial nursery business. Liberal salary and share of profits. A. H., care American Nurseryman, Rochester, N. Y.

PROFIT-SHARING PROPOSITION—Nurseryman successful in managing solicitors, desires connection with strong, well-established company. Profit sharing basis with salary. J. H., care American Nurseryman, Rochester, N. Y.

WANTED—To secure controlling interest in a going established, well stocked commercial nursery plant by an expert in production, marketing. W. M., 510 Liberty Bldg., Philadelphia, Pa.

WANT ADVERTISEMENTS

SALARY AND COMMISSION—Experienced nurseryman who knows publicity, catalogue trade and large personal established trade is open for desirable and dependable connection. Salary and commission on gross sales. J. C., care American Nurseryman, Rochester, N. Y.

WANTED—Married man who understands growing ornamental nursery stock. Also, married man for propagating ornamental nursery stock. Opportunity for advancement in either position. State age, experience, salary expected, etc. in first letter. Address A. M., care of The American Nurseryman, Rochester, N. Y. P. O. Box 124

WANTED—Young man to fill position of Sales manager and Correspondence Clerk. A good knowledge of Nursery business necessary. Must have had experience. Fine position for right man. BOBBINK & ATKINS, Rutherford, N. J.

WANTED—A man with greenhouse experience and versed in the propagation of conifers. In writing state experience and give references. Wages \$100.00 per month, with board and lodging. Address: California Nursery Co., Niles, Calif.

WILD FLOWERS

We can collect for you native shrubs and trees not regularly listed. We know where they grow.

BOTANICAL NURSERY CO.
LAPEERM IRE.

SALESMANAGER: For family reasons wishes to move to California, preferably the Southern part of the State. Has been successful in similar capacity in the East and is mostly interested in rose growing, though he is thoroughly familiar with all branches of the nursery trade in the East. Would also be willing to invest after thorough investigation. Address A. V., care American Nurseryman, Box 124, Rochester, N. Y.

Remember the Mid-Month Issue of the
AMERICAN
Nursery Trade Bulletin
FOR TRADE ANNOUNCEMENTS
Forms close on 12th
30 State St. ROCHESTER, N. Y.

NURSERY and FRUIT FARM FOR SALE

87 1/2 acres within 50 miles of St. Paul. 20 years established. One of the best openings in the northwest. Modern cement block residence, storage cellar, basement barn, tenant house, etc., which cost more than price asked—\$17,000; one-half cash. Profitable vineyard and orchard. For further particulars write STRAND'S NURSERY, Taylor Falls, Minn.

Commercial Orchard Planting

Nurserymen are entering this field with marked success. Government reports show that prospect is for a demand in the next five or ten years far in excess of probable supply of apple and other fruit. To one who has capital and desires to enter this field it is suggested that correspondence be entered into with G. L. M., this office.

WANTED—To start an Ornamental and Evergreen Nursery—Young man with experience only could secure interest. Small wage guaranteed. Address A. L., P. O. Box 124 ROCHESTER, N. Y.

To Develop Grape Vine Industry

An experienced nurseryman would like to consider co-operation with business man seeking investment of capital in a field offering unusual opportunity in the above line, a field not now even at the beginning of development, which is practical

Address L. B. this Office

Important Announcement

Effective May 1, 1920

THE PRICE OF

Bailey's New Standard
CYCLOPEDIA
Of Horticulture

will be increased from \$36.00
to \$42.00 per set of
six volumes

Our special offer still enables the purchaser to obtain this standard work for \$36.00 on the installment plan, \$3.00 per month. Cash in advance price: \$35.00.

If not familiar with this great work of reference, a prospectus describing it will be sent upon request.

American Fruits Pub. Co., Inc.

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Ten thousand trees (fruit, shade and ornamental) must be sold at once, on account of subdividing a 30-acre tract of land known as the First National Nursery, which has been established for the past thirty years.

THESE TREES MUST BE SOLD

AT ONCE

AT A SACRIFICE

FIRST NATIONAL NURSERY

Diversey & Austin Ave., CHICAGO, ILL.

FARMERS ATTENTION:

I am offering 400 Rhode Island and Connecticut Farms at prices from \$275 to \$25,000. If interested, send for my Farm Bulletin. Latest edition, just out; send for one. W. M. A. Wilcox, Farm Specialist, Westerly, R. I.

Co-operation Between Scientific Horticulturists and Nurserymen

BY MAX PFAENDER, with the Gurney Seed and Nursery Co., Yankton, S. D., formerly Horticulturist at the Northern Great Plains Field Station, Mandan, N. D.—Read Before the S. D. Horticultural Society, January 20, 1920.

The title of this paper no doubt, at once, calls attention to the fact that the speaker assumes the existence of these two distinct classes of horticulturists, namely: the scientific horticulturists and the Nurserymen. There are, of course, other classes which affect the horticulture of a state, section or country but I have chosen these two for my discussion as I am most familiar with the aims, work and results of these two particular groups. And no doubt these two play, by far, the most important part in the development of a better horticulture of any state, section or country.

I believe that these two groups are more or less organized into state, sectional or national associations or societies. But it has also been deeply impressed upon me in my career, both as an experimentalist, or scientific horticultural investigator and as a practical nurseryman, that there has not been that co-operation between these two groups which would produce the greatest possible results for the public. Each group has followed its own destiny, each ignoring the other's existence.

The scientific horticulturists in many cases have confused the real nurseryman with the proverbial tree peddler and have therefore, very illogically however, stamped all nurserymen as profiteers, grafters or swindlers.

On the other hand the nurserymen have likewise unwarrantedly classed most scientific official horticulturists as impractical chair warmers and theoretical dreamers.

Whenever two groups of individuals are being compared I have always taken the stand that here are good and poor individuals in both and that is the way I feel about the two groups now under discussion.

I am also glad to say that it is a well known fact that the legitimate nurserymen have taken decisive steps to eliminate all individuals that are not conducting a first class, fair and square business.

Since there was no organized effort here in the northwest towards any co-operation between these two groups for their mutual benefit as well as for the interest of the public, and realizing the necessity and value of such co-operation, the speaker was instrumental in bringing together at Mandan, N. D., on August 23 and 24, 1918, a representative number of official horticulturists of the Northwestern States and the Canadian Provinces north of us, which resulted in the organization of the "Great Plains Official Horticulturists Association". The objects and purposes of this association in brief are: the co-ordination of horticultural investigations, the stimulation of interest and mutual assistance, the encouragement of proper and consistent horticultural publicity and last but not most important of all the adoption of a comprehensive plan of commercial co-operation.

Our second annual convention was held at Winnipeg, August 16th to 20th, 1919. At both meetings a number of representative nurserymen as well as horticultural writers were present on invitation from the association. The association is now definitely organized with a number of standing committees that are pretty much alive and right on the job.

The one committee that I wish to mention in particular is the one on commercial co-operation of which the speaker was made chairman. Other members of this committee are Mr. Patmore, of the Patmore Nursery Co. of Brandon, Man.; Mr. Heckhouse of the Prairie Nurseries Co. Ltd., of Estevan, Sask., and Mr. F. E. Cobb of the Northern Great Plains Field Station, Mandan, N. D.

While the membership of the association is limited to official horticulturists, i. e. those employed by the state or federal government, still nurserymen are urgently required to attend our meetings and to participate in all our deliberations. It is also specifically provided for that nurserymen may serve on standing committees. In this capacity it will be seen, that the nurserymen can be of great service in bringing about that closer co-operation between these two groups. It should also be mentioned that this association actually takes

the initiative in the matter of commercial co-operation. The committee on commercial co-operation is to serve as a clearing house and as a go-between for bringing together the scientific horticulturists and the nurserymen. This means that it will assist nurserymen to secure all possible information of value to them, and such new varieties as are available for distribution as well as promising experimental material that might be of use to nurserymen. In order to make such a committee most effective it seems that committees of the several nurserymen's associations might be appointed for the purpose of getting together with and working hand in hand with our committee on commercial co-operation. As soon as the work of this committee is organized it is intended that it will issue a brief report or statement giving what information and what materials may be available that might be of value to nurserymen in the northwest. Such reports are to be sent to all nurserymen in this section. The committee also wishes to secure from organized nurserymen or from individuals such suggestions and helpful criticisms as will assist scientific horticulturists to plan proper experimental work and to develop such new fruits and plants as are wanted by the nurserymen for their trade.

In the past, due to the lack of any suitable system of commercial co-operation, several outstanding cases of successful individual effort have appeared: the work of our own Dr. Hansen having been the most unique and effective system that could have been devised. Federal stations unfortunately can not adopt such a system due to the regulations. The Minnesota system has also been effective in getting new varieties into the trade. Iowa has also done considerable work along this line.

Little else has been done in the Northwest by other state or federal stations in any attempt towards commercial co-operation. With an effective system of co-operation and with both groups in the congenial state of mind and being desirous of mutual assistance, no doubt, much good will be accomplished.

For the most effective co-operation it is absolutely necessary that the scientific horticulturist and the nurseryman meet on the level. They must have that true respect for each other which alone can be the welding link for a real co-operation which will make it possible that the results of the scientist will find their broadest application. For the data and information as well as the new creations in the plant world are of little value if these are not properly distributed and disseminated. And we all know that the nurseryman through his catalog or agent as well as through his products is one of the chief agencies of horticultural propaganda. He takes a new variety and makes it available to the public, he gets information from the experimentalist as to a good stock for certain purposes and grows and uses them in his trade and in this way he gets many good things before the public that would otherwise not become disseminated.

So far I have largely emphasized the value that the scientific horticulturists can and should be to the nurserymen but looking at this matter of co-operation from the other standpoint it becomes evident the nurseryman can also be of considerable value and assistance to the scientist. Nurserymen can and gladly would assist the scientists in the testing of new and promising varieties especially in regard to their ease of propagation. They would also be glad to co-operate in propagating experiments as these could be conducted very often at no extra expense. When such experimental work is initiated however, a number of practical nurserymen should be consulted before such projects are definitely decided on.

Another phase of co-operation is that of horticultural publicity. Unfortunately, at present, most nurserymen are obliged to conduct their own publicity or educational campaign. In this matter of the dissemination of horticultural information there is no consistency or co-ordination and uniformity. The federal government may send out a

bulletin containing information on a certain important horticultural subject applicable to a group of states. The states of this group may have a bulletin on the same subject but not at all in harmony with the government bulletin, or the states have no bulletin on the subject. Then the leading farm papers of that section may discuss the same subject in its columns from time to time without agreeing with either the state or the federal bulletin. Then aside from these three disagreeing discussions of the same subject a number of nurseries supply information in their catalogs, pamphlets or descriptive advertising matter according to their best judgment. In this case I am referring to a specific case although no identifying details have been given. A number of such cases can be cited. But this example shows the lack of co-operation in horticultural publicity and has been discussed because it affects both the scientist and the nurseryman. With these four or more sources of information, each one differing from the others, the public is at a loss to know what authority to follow. For this reason it would be advisable for the nurserymen of any particular section to request a more uniform supply of information. It might be possible for them to get state to supply them with good practical bulletins on horticultural subjects which the nurserymen should be permitted to distribute to their customers on request. Many individuals prefer to take and follow information when it comes from a nursery that they are doing business with than from an experiment station that they often didn't know was in existence.

Many other facts might be brought out that could be properly included in this discussion but enough has been said to show that there is a great opportunity to assist in the development of a better horticulture by encouraging a real whole-hearted co-operation between scientific horticulturists and nurserymen.

I would be very glad to get all possible information and constructive criticisms on this subject from individuals of both groups. Our goal can not be reached in one or two years but the sooner we, of both groups get busy and make an earnest attempt to meet each other half-way and on an equal plane the sooner will we both profit thereby and great benefit will result to the public which needs our services and our goods.

It seems that up to the present time with a few exceptions the two groups have made no attempts to get together but from what I have observed, I feel certain, that once they do so they will be surprised at what fine fellows the others are. There are so many broad-minded individuals endowed with good common sense in each group that when they meet, as they now have twice, on a small scale, they will soon become friends and each will realize that the other has some good points as well as some redeeming features. They will become greatly interested in each other because each can learn from the other, this can not be denied. We will overlook and forgive the small number in each group who feel they know it all. So my plea is let us get together, let us discuss our mutual problems, let us benefit by each other's experiences and let us help each other, then we will have co-operation.

Million Trees for Nebraskans—More than a million trees from the Bessey nursery at Halsey, Neb., have been distributed among 5,080 people by the Forest Service, United States Department of Agriculture, since 1912. Those receiving the trees are residents of the Kinkaid enlarged homestead district, a special provision in the act creating this district having provided that the residents should be entitled to receive trees from the Forest Service.

"Have your own roses from June until frost" and "you get a durable celluloid label on every C. & J. star size rose" are effective slogans of the Conard & Jones Co., West Grove, Pa.

See you saw it in AMERICAN NURSERYMAN

E. P. BERNARDIN**Parsons Wholesale Nurseries**

Parsons, Kansas
ESTABLISHED 1870

Specializes in

AMOR NORTH AND VULGARIS Privet. EARLY HARVEST B. B. Root grown. BUNGEII 2 and 3 year heads. SHADE TREES. Large stock, all sizes.

ORNAMENTALS. Grown for landscape work.

Correspondence solicited

FRUIT

Have a few Standard and Dwarf Pear and Quince to offer.

SHADE TREES

Large stock of Sugar Maples, 2 1/2 to 4 inches. Nice block of transplanted American Elm, 1 1/2 to 3 inches.

Shrubs and Perennial Plants

General Assortment.

W. B. COLE, Painesville, Ohio.

AN ELOQUENT DEFIANCE

Every advertisement in this Trade Publication is an eloquent defiance to the enemies of a republic and the principles of democracy. It is a standing declaration of the power and determination of the business men of this country that the progress and prosperity of its people shall not be defeated.

ORNAMENTAL TREES AND SHRUBS

"Bay State Quality"

Largest assortment in New England. Evergreen and deciduous trees. Sturdy, choice stock that can be depended upon. Send for Trade List.

THE BAY STATE NURSERIES

A recent subscriber to our Credit and Information List says:

"Think it the best money we have ever spent."

For full particulars write

NATIONAL FLORISTS' BOARD OF TRADE

48 Wall St., New York City

FOR SALE

Black Locust Plants, 18 to 24 grade, at \$5.00 per M. Orange Hedge Plants, 12 inch tops, at \$4.00 per M.

Apple, Baldwin; 200 nice 3-year trees, 1 inch, at \$25.00 per 100.

PRINCETON NURSERIES, Princeton, Ind.

No matter what periodical you are taking, AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

Special for Spring

Cornus Elegantissima, 2-3 and 4-4 ft. Also Shrubs and Herbaceous Plants in good assortment.

T. R. NOBLE, Painesville, Ohio

Cyclopedia of Horticulture

On Hand at the Publisher's Office
American Fruit Pub. Co., Rochester, N. Y.

If you are getting your adv. in the current issue of American Nurseryman send your copy for the mid-month

American Nursery Trade Bulletin

Nut Trees

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Transplanted stocks, Pecans.
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J. F. JONES, The Nut Specialist

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Fine, heavily branched Straight trunks

Height	CALIPER: 6 in. Above ground	10	
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8-10 "	1 1/2 inch.....	10.00	90.00
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1200 Acres. "At it 25 Years"

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Strawberries Blackberries Iris Spirea Asparagus Hardwood Cuttings
Raspberries Dewberries Privet Rhubarb Horseradish Volga Poplar

See wholesale list before placing your order

NEW CARLISLE,

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OHIO

From Various Points

Planting Much Nursery Stock—A despatch from Visalia, Cal., says: Regardless of the handicap of insufficient moisture, more planting is being done this season than ever before. It is interesting to note that among other activities, 1,964,631 grape cuttings were set out the past month, as well as 377,223 grape vines 45,704 fig cuttings, 9,436 fig trees, 80,697 prune trees and 22,101 peach trees. Only 26 grape-fruit trees, and one lime tree are reported for the month; 13,626 apple trees were set out and 8,356 almond trees. The avocado, which is becoming more and more of a permanency, has 15 plantings to its credit; 12,987 pomegranate trees were set out, and a total of 11,297 trees reported.

Large Orchard Project—A despatch from Santa Paula, Cal., says: C. C. Teague of this city, head of the Limoneira Ranch, is heading a corporation with a capital of \$1,000,000 which has acquired 2000 acres of rich land in the Salinas Valley and which will develop the land on a large scale, planting walnuts, almonds, peaches, apples, apricots, prunes and plums. The ground is being prepared for the setting out of 400 acres of fruit trees this spring. Carlisle Thorpe, Los Angeles, will be general manager of the company, and W. E. Goodspeed, recently of the University of California, will be superintendent. The tract is located four miles north of King City.

Saved \$240 in Five Minutes—Palmer R. Edgerton, county farm bureau advisor, Rockford, Ill., saved that organization about \$240 in five minutes. It was this way: Mr. Edgerton knew that by becoming a member of an Iowa horticultural society he could purchase materials to exterminate pests that are destroying orchard trees in Rock Island County at figures much less than he has been accustomed to getting them. He called by telephone the offices of the society at Ames, Ia., promised to send along the membership check for \$1 and placed his order for 1,500 pounds of powdered lime sulphur and 1,500 pounds of powdered lead arsenate.

Fruit Trees Good Investment—The ordinary individual craves a certain amount of fruit in his diet. On the average farm fruit constitutes only about 6 per cent in value of all food consumed. This percentage could be increased to good advantage, making fruit a more important part of the diet, says the United States Department of Agriculture.

Many farmsteads include fruit trees and grape arbors as a part of the planting scheme around the dwelling. A small area of the farm devoted to apple trees, peach trees, berry plants, or other fruit suited to the region, is a good investment for any farmer. About two-thirds of the fruit consumed by the average farm family is produced on the home farm.

Successful Distribution—The director of the State Division of Markets in Maine says: "In order successfully to market crops, three conditions must exist: The trade must be assured of a continuous supply, of a uniform grade, and an agency back of it to guarantee these conditions. This can only be done through organized groups of farmers." And that is why the American Association of Nurserymen is endeavoring to establish and maintain standards in Nursery Stock.

Consolidation of State Nurseries—Consolidation of the state nursery at Frankfort, Ky., with the one in Louisville within a few weeks is planned by Commissioner of Forestry and Geology, J. E. Barton. About 100,000 seedlings, black locust, yellow poplar, maple, chestnut, red oak and white oak will be sent from the local nursery to Louisville early in April. Orders have been received by Commissioner Barton for 50,000 willow rods from the Louisville nursery to be shipped to manufacturers in Georgia and in Michigan.

"A Nurseryman should stand on his rights and insist that his responsibility ends when he has delivered the Nursery Stock in good condition to the planter."—President W. M. Jardine, Kansas State Agl. College.

Iowa's Native Trees—Although not counted a forest state, there are in the neighborhood of 100 different kinds of native trees in Iowa, according to Prof. Bohumil Shimek, of the department of botany in the State University of Iowa. Prof. Shimek has made an extensive study of the trees and shrubs of every county in the state and is now preparing a book with classifications and data covering the entire field.

Among the native trees which the university botanist has observed are the following: Seventeen kinds of oaks, two of them being scrubs; 14 willows, two or three of which are scrubs; 5 maples, including 1 shrub; 5 ash, 6 hickories, 10 or 12 hawthorns, small trees of large shrubs; 4 cottonwoods, 3 birches, 2 ironwoods, 2 walnuts, 1 sycamore, 3 elms, 1 or 2 hackberries, 4 Juneberry, three shrubs and one tree; 4 cherries, 4 locusts, 4 blackhaws, 2 always shrubs and 2 sometimes trees; 2 huckeyes, and 1 each of alder, crab, papaw, palm, basswood, mulberry, red cedar, white pine, balsam fir, sumac buckthorn and bladder nut. The last three are usually shrubs but sometimes they are small trees.

There is often much difficulty in drawing the line between trees and shrubs according to Prof. Shimek. Many genera and species appear in both forms. The university botanist declares that not one person in a thousand has anything like an adequate ability in the identification of trees.

Plant Protection Board—Director G. H. Hecke, chairman of the Western Plant Quarantine Board, announces tentative plans for the second meeting of the Western Plant Quarantine Board at Salt Lake City, May 11 to 13. This Board was created at Riverside, California, during the Fruit Growers and Farmers' Convention Week, May 26-31, 1919, for the efficient protection of plant industries against plant diseases and insect pests through the maintenance of adequate inspection in all of its manifold and varied aspects.

Foreign Notes

British Nurserymen Meet.

At its February 17th meeting the Horticultural Trades Association (British) considered a mass of confidential information showing that efforts were being made to urge Canada to adopt the U. S. A. policy of Plant Exclusion, and that investigations were being made by the Canadian authorities in that direction. It was resolved on the proposal of Mr. Leak that with a view to obviating this danger, the Council ask Dr. Gordon Hewitt, D.Sc., Dominion Entomologist, to meet the Council and hear their evidence. Mr. Jackman drew attention to the efforts of the smaller Dutch nurserymen to get the auction Dumping Law rescinded and it was resolved to communicate with the Dutch Chamber of Agriculture and the Holland plant Exporter's Association pointing out that any alteration would lead to a British counter-agitation to restricting of imports.

Canadian Tree Imports—An old friend writes us from Vancouver, B. C.:—"If the selfish Yanks won't admit your trees, remember there is a little place called Canada that buys a tree or two occasionally and would buy more if good stock were on the market. Remember also that Canada will some day be as great a country as the United States ever was. Canada is bigger in area than the United States and she is away bigger in her conception of national duty."

With the above comes a Vancouver paper, giving a lot of information re fruit and tree imports, from which we gather that imports of nursery stock show a big increase last year. Among the items 33,600 apple trees, 6,000 pear, 4,000 plums and 10,000 apricots. It is interesting to note that a number of trees were destroyed on inspection, including a thousand apples one day infected with San Jose scale from the States. It would appear that the U. S. A. only objects to receiving pests, not to sending them out.

The letter shows what an important market, present and prospective, we have in Canada, and emphasises the need shown in a previous issue, to preserve it for the home trade. — Horticultural Advertiser (British).

The Nursery Profession

(Univ. of Illinois Proposal.)

CURRICULUM IN NURSERY MANAGEMENT

FIRST YEAR

First Semester

Course No.	Subject	Credit Hours
Chem. 1 or 1a	Inorganic Chemistry.....	5 or 3
Rhet. 1.....	Rhetoric and themes.....	3
Hort. 1a.....	Elementary horticulture.....	2
Hist. 1a.....	Continental European Hist.	4
Phys. Ed. 1 and 1a.....	Gymnasium and hygiene.....	1
Mil. 1a.....	Drill.....	1
Mil. 1b.....	Theory.....	1
		16 or 14

Second Semester

Chem. 2a.....	Inorganic and quantitative analysis.....	5
Hist. 1b.....	Continental European history.....	4
Rhet. 2.....	Rhetoric and themes.....	3
Agron. 3.....	Plant propagation.....	5
Mil. 2a.....	Drill.....	1
Mil. 2b.....	Theory.....	1
		18

SECOND YEAR

First Semester

Language.....	French, Spanish, German.....	4
Hort. 4.....	Plant Houses.....	4
Agron. 9.....	Soil physics.....	5
Agron. 3.....	Farm motors.....	3
Mil. 3a.....	Drill.....	1
Mil. 3b.....	Theory.....	1
		17

Second Semester

Language.....	French, Spanish, German.....	4
Hort. 15a.....	Principles of plant growing.....	5
Ent. 4.....	Economic entomology.....	5
Hort. 5.....	Trees and shrubs.....	3
Mil. 4a.....	Drill.....	1
Mil. 4b.....	Theory.....	1
		18

THIRD YEAR

First Semester

Eng. 20.....	Chief English Writer.....	4
Hort. 31.....	Garden flowers.....	3
Hort. 50.....	Nursery theory and practice.....	5
Hort. 24b.....	Trees and shrubs.....	3
Phys. Ed. 1 and 1a.....	Gymnasium and hygiene.....	1
B. O. & O. 1.....	Business organization and operation.....	3
		18 1/2

Second Semester

Hort. 50.....	Propagation of fruits and nuts.....	5
Hort. 42.....	Landscape design.....	3
Bot. 7a.....	Plant pathology.....	5
Ec. 1.....	Economics, Principles of.....	5
		18

FOURTH YEAR

First Semester

Hort. 50.....	Propagation of ornamental trees and shrubs.....	5
Hort. 2.....	Small fruits.....	3
B. O. & O. 7.....	Salesmanship.....	2
Acc. 11.....	Farm accounting.....	4
		14

Second Semester

Hort. 7.....	Spraying.....	3
Hort. 50.....	Nursery management.....	5
		10
		18

Total hours prescribed..... 127

Total electives..... 14

Total..... 141

Required for graduation... 130

Obituary

John C. Olmstead, eminent landscape gardener, and senior member of the family that for many years has held pre-eminence in that profession, died at his home in Brookline, Mass., February 24th.

John H. Reed.

One of California's finest characters, a lover of trees, and a practical horticulturist, John H. Reed, died at his home in Riverside, February 26. Mr. Reed was the organizer of California's first horticultural club, was tree warden of Riverside for many years, and in every way encouraged the growing of forest and fruit trees. He not only organized horticultural clubs, but long after he was able to participate in fruit growers' meetings and institutes, he attended and encouraged so far as he could discussion and study of best of horticultural methods. To his initiative and effort is due largely the establishment of the citrus experiment station and the state school to be connected with the station, investigation as to decay in fruit shipments, plant breeding problems, etc.

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GENERAL LINE NURSERY STOCK

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Selling fast. Cover your needs by wire collect.



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Especially nice lot of Irish and English Juniper.

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Sold out on Pear, Plum and Cherry

Have limited number of Peach and Apple
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Seedling Pecans**TO THE TRADE ONLY**

We offer a general assortment of Nursery stock, and Nursery supplies, including—
A few thousand Vrooman **FRANQUETTE** and **MAYETTE** Walnuts, both grafted and seedlings from grafted trees, and **ITALIAN** or **SPANISH** Chestnut

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THE horticultural interests of the United States comprise one of the basic industries of the country. The approximate commercial value of the product derived therefrom is fully \$1,000,000,000 annually, according to the estimate of the National Congress of Horticulture, the organization of which was brought about through the persistent efforts of the "American Nurseryman." The welfare of the whole people of the United States depends largely upon the fostering and developing of these interests.

Scientific, systematic, practical, effective and adequate endeavor to promote this industry starts in the nurseries of the country which represent an investment of \$25,000,000. The activities of orchardists and landscape planters are inseparably connected with those of nurserymen and are recorded in close association in this publication.

The "American Nurseryman" represents in the highest degree every worthy movement for the development of this great field and has earned its title of **THE NATIONAL JOURNAL OF COMMERCIAL HORTICULTURE**.

Keep **NURSERY TRADE BULLETIN** date in mind—15th of each month.

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"You are issuing a splendid Journal, covering the news of the trade from coast to coast." Former President E. S. Welch, American Association of Nurserymen.

Edited by Ralph T. Olcott, founder of American Nursery Trade Journalism. "The dean of Nursery Trade Journalists, who, since June, 1893—a quarter of a century—has boosted all the time for the interests of all the nurserymen."—Former President John Watson, American Association of Nurserymen.

ONE CAN only act in the light of present knowledge.

Until you know of the existence of such a Nursery Trade Journal as the **AMERICAN NURSERYMAN** you must act with such knowledge as you have.

It is for this reason that we are glad to acquaint you with this publication. It speaks for itself; but if you would have corroborative proof, ask any prominent Nurseryman.

Calls for back numbers come in almost every mail. Many cannot be supplied, as editions have been exhausted. The only safe way is to see that your subscription is paid for in advance.

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NOTICE

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Trade Bulletins

The Koster Co., Boskoop, Holland, has opened a branch at Bridgeton, N. J.

H. S. Zartrow and L. Z. Smith are the present proprietors of the Mankato, Minn., Nursery.

E. P. Wray & Son have moved their nursery business from White Salmon to Kennewick, Wash.

Senator Orlando Harrison, Worcester Co., Maryland, says his state will produce big crops of peaches and apples this year.

The value of an Illinois orchard is shown by the fact that John S. Shea, of Jerseryville, has just sold his 59-acre orchard to A. C. Motta, of Hardin, for \$20,000.

A gladiolus farm of 125 acres will be started near White Pigeon, Mich., this spring by E. C. Kunderd of Goshen, Ind., known as the gladiolus king.

William T. Kirkman, well-known nurseryman of Fresno, Cal., is recorded as a purchaser recently of 227 acres of fig land in the Medano district.

What is declared to be the largest apple orchard in the world is at Dufour, Ore. It contains 3,800 acres, with 200,000 trees, and in 1919 bore 6,000,000 pounds of choice apples.

"When a Nurseryman promises to replace a tree that dies, he is hurting the Nursery business. Just as well should a livestock breeder promise to replace an animal that dies."—President W. M. Jardine, Kansas State Agl. College.

According to fruit growers, the coming season holds a promise for excellent crops of all Michigan fruits with exception of northern state cherries, which are believed to have been injured to some extent by the extremely cold weather.

Palmer R. Edgerton, county farm bureau advisor, Rock Island county, Ill., says the Ben Davis apple tree outnumbers all other varieties in the county. Some one has said the Ben Davis is the "apple you have to eat with a glass of water."

A bill has been introduced in the New York State Legislature calling for an appropriation of \$500,000 for a new horticultural building at the State Fair grounds. The horticultural interests of the state feel sure that at the present session the bill will be passed.

In Tacoma, Wash., thanks to the efficient and persistent publicity work by the secretary of the Michell Nursery Co., the mayor issues a special Arbor Day proclamation, calling upon citizens to plant a tree or shrub, and urging that the children be interested in such planting.

George A. Cullen, passenger traffic manager and director of agricultural development of the Lackawanna Railroad, will assume a vice presidency of the North American Fruit Exchange, Inc., of New York, April 1, according to the company's announcement. Mr. Cullen was one of the originators and founders of the County Farm Bureau System in the United States.

YOUNG STOCK MIXED

That the Vigilance Committee of the A. N. is on the job was shown immediately upon the appearance of the March issue of the *American Nurseryman*; for a member of the Committee at once called us up, and down, for a case of substitution. In the Young stock rack was an engraving labeled with the initials of the enterprising secretary of the Illinois Association of Nurserymen. The label was true to name, for both plate and label read: "John A. Young." And that is the name under the plate in the March issue. But—the Illinois Association secretary is Jim and not John, popularly known as "J. A."

It was just a case of the middle-man manipulating the properly labeled Young



J. A. YOUNG, Aurora, Ill.

Secretary Illinois Association of Nurserymen stock; the dealer, not the manufacturer, was at fault.

A good many of our readers were able to detect the substitution. Secretary Young has had several laughs over correspondence which has ensued. The absolute faith of our readers in all that appears in the *American Nurseryman* is illustrated by the fact that a well-known Nurseryman expressed his surprise that John A. Young, of Greensboro, N. C., had located in the Middle States and was in the nursery business at Aurora, Ill. He congratulated him upon his new venture.

Our apologies have been extended right and left, and we take the first opportunity to present a likeness of the genial Illinois Association secretary. Having been duly humbled by the experience, we feel that we have now practiced what we preach and can take a fresh hold upon our argument that the Vigilance Committee is a very necessary function of trade development.

When writing to advertisers just mention *American Nurseryman*.

LITERATURE

The Elm City Nursery Co., New Haven, Conn., like many other Nursery companies, has in recent years greatly extended its landscape equipment to the end that landscape problems may be taken up from every angle. The 1920 catalogue of this company combines utility with attractiveness and economy of space. Priced lists of deciduous trees, evergreens, broad-leaf evergreens, flowering shrubs and vines are followed by lists of herbaceous perennials, flowers and fruits and a two-page index. Special care has been taken to make the catalogue convenient for reference and to furnish at a glance what the planter seeks in the way of information both as to varieties and prices. Four typical examples of landscape problems are worked out simply with half-tone views of the completed work as well as working designs.

A GRAPE MANUAL

An important addition to the list of excellent rural manuals edited by Dr. L. H. Bailey and published by the Macmillan Company, New York City, is that on Grape Growing, by Prof. U. P. Hedrick, horticulturist of the New York Agricultural Experiment Station. This is a complete popular book on grape growing in North America. It discusses the practical questions of climatic limitations, choice of site, land and its preparation, fertilizing, tillage, planting, pruning, training and marketing. There is also a concise treatment of the diseases and the insects injurious to the grape. Special attention is given to descriptions of the leading commercial and amateur varieties. One section of the volume is devoted to the vinifera grape as grown in California.

Professor Hedrick has had long experience in the study of the grape in all its aspects and his work will be found to be a useful, up-to-date manual of propagation, manipulation, and the handling of the grape.

It is interesting to note, as stated by Prof. Hedrick, in his preface, that although comparatively a new comer among the fruits of this country, the grape has been singled out for a treatise more times than all other fruits of temperate climates combined—seventy-nine books on the grape, seventy on all other fruits. That there is urgent need for a new book on the subject is shown by the statement that but three of the seventy-nine treatises on this fruit are contemporary, and all but one, a hand book on training, are records from vanished minds. Methods change rapidly, varieties multiply, types of grapes are diverse, and the vineyard should be seen through many eyes. Commercial grape growing is a great industry in America. There are many demands for information by those who grow grapes for pleasure, especially by those who are escaping from the cities to suburban homes, for the grape is a favorite fruit of the amateur.

The comprehensiveness of the manual is shown by a glance at its contents: Grape Regions and Their Determinants, Propagation, Stocks and Resistant Vines, Management of the Vineyard, Fertilizers, Pruning, Training, Pacific Coast Practice, European Grapes in America, Grapes Under Glass, Pests, Marketing, Grape Products, Grape Botany, Varieties, Miscellanies.

The Nursery Trade is under lasting obligation to Prof. Hedrick and other authors of treatises on fruits and on shrubs and shade trees, not only for the information obtained therefrom by Nurserymen themselves, but also for the education of the public in the desire for and culture of these products.

The "Manual of American Grape Growing," cloth, 8 vo., pp. 458, with 32 plates and 54 figures in the text is listed in the American Fruits Publishing Company's Library Directory in this issue. It can be supplied for \$2.65 postpaid.

In Moline, Ill., there is an elm tree which is admitted by experts to be a perfect specimen of the variety. Milwaukee wants only the best and the 1,200 elm trees which are to be set out along the streets of this city in 1920 are all grafts from this Moline tree, says the Milwaukee Journal.

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